SEPTEMBER 6, 1954

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23RD year

THE NEWSWEEKLY OF RADIO AND TV

New Leader for New Orleans

WTIX rockets from 11th to 1st in 10 months

7 a.m.-6 p.m. Average Share-of-Audience Hooper, July 1954, New Orleans, La.	
WTIX	18.5%
Station A, Network	15.4%
Station B, Network	13.9%
Station C, Network	9.2%
Station D, Ind.	8.6%
Station E, Ind.	7.7%
Station F, Network	7.3%
Station G, Ind.	6.9%
Station H, Ind.	4.6%
Station I, Ind.	4.5%
Station J, Ind.	3.2%

July's Hooper climaxes a cyclonic ten-month change in New Orleans radio listening. Last September found WTIX 11th in audience in this 11-station market. Suddenly, with *new* ownership, *new* programs, *new* ideas, WTIX became a radio station in a hurry. January saw WTIX pass the other six independents. By March only one network affiliate was left to pursue in the morning, two in the afternoon.

In July WTIX overtook everybody—with an average share-of-audience (7 a.m.—6 p.m.) of 18.5%. Second station, 15.4%; third, 13.9%.

Talk to Adam J. Young, Jr., national representative, or call WTIX Manager Fred Berthelson.

MID-CONTINENT BROADCASTING COMPANY

THE NEW Wtix NEW ORLEANS 16, LA.

R. v. 47 pt 2 S-0'54

WLS "Packs 'Em In"

...RAIN OR SHINE
...INDOORS OR OUT

When Midwest America plans its county and state fairs or community celebrations of any kind WLS is the place they look to for proved stage entertainment.

For Midwesterners have relied on WLS talent to spark their shows for more than three decades – so long that WLS is a "must" for wholesome, clean down-to-earth talent that will draw the crowds and send them away happy.

This is another form of WLS results – the demand that has resulted in WLS providing the talent for more than 200 outdoor events this summer – that brought over 400,000 people to see WLS acts during the first half of 1954 – that will cause WLS entertainers to travel a total of more than a quarter million miles this year.

This friendliness–this neighborliness–this listener loyalty to WLS prevails throughout the Midwest. On such listener loyalty depends advertising RESULTS!

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK–REPRESENTED BY JOHN BLAIR & COMPANY

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

a wonderful combination!

A *rich market* with 803,200 families who have an annual effective buying income of four and a half *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION

Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

Channel 8-Land

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin

closed circuit®

RIVALRY between RCA-NBC and CBS, now that latter is almost horizontally competitive in manufacturing as well as broadcasting, has intensified rather than diminished, in eyes of those attending extraordinary sessions in Chicago last week. Fighting ad lib speech of RCA-NBC Board Chairman David Sarnoff in which he named names, seen as touching off new round in continuing battle, with CBS Inc. President Frank Stanton having demonstrated that he's not one to duck a fight.

★ ★ ★

WITH FORMAL organization of Quality Radio Group in Chicago last week (story page 34), participants are talking it up as perhaps ultimate nighttime surviving radio network. They point out that major radio networks are experiencing greatest difficulty in competing with tv during evening hours but that remote listeners and out-of-home listeners would sustain at least one nationwide operation interchanging low budget programs and QRG could be "it."

★ ★ ★

ONE new feature of Quality Radio Group Inc.: Dues plan is adoption of formula calling for payment of 20 times each station's "average" daytime hourly rate. Plan differs from that originally suggested in that latter used basis of highest "prevailing" rate. Rejection was understood to be premised on belief this would penalize certain stations in higher rate category.

★ ★ ★

INFLUENTIAL groups trying to interest Frank M. Folsom, RCA president, in returning to Montgomery-Ward to spearhead reorganization of giant mail-order house, but are getting nowhere. Mr. Folsom, who was high executive of Ward before joining RCA in 1944, is wedded to his RCA post and is stiff-arming all proposals.

PROBLEM of community antennas in tv, *i.e.*, whether existing law is adequate to deal with them or whether new legislation is needed, is developing into new issue for FCC. Comr. John C. Doerfer, by virtue of his background as chairman of Wisconsin Public Service Commission, is grappling with this novel question and shortly may expound his views.

★ ★ ★

THEY'RE keeping their eyes on two executives in RCA-NBC—Mannie Sacks, RCA staff vice president and expert in records and entertainment field who is doubling as vice president of NBC, and Tom Knode, manager of station relations of NBC who has moved up from station publicity post in Washington (before World War II in which he won top citations in combat).

★ ★ ★

CBS, planning to get rid of minority interests in WTOP-AM-FM-TV Washington and WCCO-AM-TV Minneapolis [B•T, Aug. 30], already has had $3 million nibble for its 47% of WCCO stations. On behalf of owners of WBUF-TV Buffalo, Gary L. Cohen, executive vice president and also one of principal stockholders, put $3 million, 10-year proposition to CBS-TV officials last week. Reaction understood to be noncommittal, with indications CBS would give WCCO controlling owners (Mid-Continent Radio-Television Inc.) first chance. Washington Post Co., which owns 55% of WTOP stations, hopes to buy out CBS' 45% of those properties.

★ ★ ★

IN RUNNING to succeed William A. Porter as assistant director of Office of Defense Mobilization in charge of telecommunications [B•T, Aug. 30] is Col. William Campbell, now engineering aide to FCC Comr. Robert E. Lee. An experienced communicator, Col. Campbell headed European Press Wireless operations during last war and before joining Comr. Lee was on active duty in Signal Corps in charge of major project.

★ ★ ★

BOB LILIAN, assistant advertising manager, Whitehall Pharmacal Co., will join Bryan Houston Inc. as media buyer (including radio, television, newspapers, etc.).

★ ★ ★

FCC CHAIRMAN Rosel H. Hyde returns to desk tomorrow (Tuesday) after vacation in home state of Idaho and will preside Wednesday at first nearly-full Commission meeting in several weeks. Comr. Robert E. Lee, who was acting chairman part of time Mr. Hyde was away, will be vacationing this week. It was not known if Comr. George E. Sterling would return this week in time for meeting.

★ ★ ★

JOE MERKLE, regional manager, station relations, ABC-TV, New York, resigning to become general manager of WTCN (TV) Minneapolis effective Sept. 20.

★ ★ ★

WILL Theodore C. Streibert, who last month completed one year tenure as director of U. S. Information Agency, leave soon to return to private industry? Former president of WOR-AM-TV and ex-chairman of Mutual, Mr. Streibert accepted appointment by President Eisenhower with assurance that he would leave after 12-month term but those close to him say he's talking in terms of future projects which do not indicate any determination to leave anytime soon.

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still another way
WWSW comes close and
stays close to the
heart of Pittsburgh!

All around the clock, by night and by day, Pittsburghers know they can depend on WWSW for terse, complete news reports on the hour to keep them informed . . . for weather reports on the half-hour to help them with family planning . . . and for week-end motorists—and who isn't—exclusive reports on road and traffic conditions from district state police headquarters. Three more services appreciated by Pittsburghers and provided by

WWSW

970 Kc. 5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

at deadline

Taylor, Pinkham, Bilby Appointed NBC V. P.s

APPOINTMENTS of three new vice presidents of NBC announced Friday by President Sylvester L. (Pat) Weaver Jr. following monthly board meeting. Davidson Taylor, director of public affairs, and Richard A. R. Pinkham, director of new participating programs department, were named vice presidents in charge of their respective departments, and Kenneth W. Bilby of Carl Byoir & Assoc., public relations firm, was appointed vice president for public relations, with supervision over NBC's press, advertising, promotion, and research activities.

Executive Vice President Robert W. Sarnoff, to whom Mr. Bilby will report, said alignment of press, advertising-promotion, and research departments under one head was "a natural grouping." Reporting to Mr. Bilby, 35-year-old former newspaperman whose three years with Byoir organization include 2-½ years in Camden, N. J., on firm's RCA account and past six months as representative at NBC, will be Sydney H. Eiges, vice president in charge of press and publicity; Jacob A. Evans, director of national advertising and promotion, and Hugh M. Beville Jr., director of research and planning.

Vice Presidents Taylor, 47, and Pinkham, 40, will continue to report to Thomas A. McAvity, vice president in charge of tv network programs. Mr. Taylor, in radio since 1929 and vice president and director of public affairs and vice president and director of programs for CBS before joining NBC in 1951, is in charge of public affairs programs for both NBC Radio and NBC-TV. Mr. Pinkham, credited with large share of success of NBC-TV's *Home* and *Today* programs, as head of participating programs department is in charge of NBC-TV's three magazine-concept programs sold under participation sales plan: *Home* and *Today*, and forthcoming *Tonight*, which opens Sept. 27 in 11:30 p.m. to 1 a.m. spot Mondays through Fridays.

Washington News Staff Of MBS Resigns En Masse

RESIGNATIONS of Mutual's two remaining newsmen in Washington, Wallace R. Fanning Jr. and Les Higbie, followed that of Everett Holles, MBS news chief in nation's capital, in developments last week.

Mr. Holles, who will be succeeded by Robert Hurleigh (see story page 71), remains with MBS until Sept. 20. He said he will take another job in industry but did not disclose its nature. Mr. Fanning leaves at end of his vacation (Sept. 13) and Mr. Higbie Sept. 17.

In New York, Milton Burgh, MBS director of news to whom Washington news operation is responsible, was not available for comment on resignations of Messrs. Fanning and Higbie. But MBS spokesman said network had not been apprised of "mass exodus" of its newsmen in Washington. He emphasized MBS considers its news operation in capital as important and certainly would replace newsmen that left.

Representative Firm Moves

VENARD, Rintoul & McConnell, television and radio station representatives, effective Sept. 8 will move to expanded headquarters at 579 Fifth Ave. Phone number remains Murray Hill 8-1088.

MONEY'S IN O & O's

OWNED-and-operated stations, especially tv, provide lion's share of network profit before taxes, according to data released by CBS counsel Friday as related earlier in week by CBS President Frank Stanton in off-record session at St. Louis ch. 11 hearing before Examiner Thomas H. Donahue [B•T, Aug. 30]. Total CBS net income before taxes from all operations in 1954 was almost $21.4 million.

In stipulation prepared for record to review Dr. Stanton's explanation, following data was set forth on CBS income breakdown:

Year	Gross Income of CBS Net-works*	Gross Income of CBS O&O Stations*	% of Broadcast Profit Before Taxes Attributable to Network	% of Broadcast Profit Before Taxes Attributable to O&O's
		Television		
1953	124.5	23.6	34	66
1952	87.7	12.4	0	100
		Radio		
1953	66.6	21.3	44	56
1952	64.9	21.5	31	69
1951	69.7	21.0	43	57
1950	75.5	22.7	46	54

*In millions of dollars.

Facts Forum Tax Status Questioned by Rep. Hays

REPORT denying Facts Forum claim it is nonpartisan and calling for re-examination of its tax-exempt status issued last week by Rep. Wayne L. Hays (D-Ohio), ranking minority member of the Special House Foundations Investigations Committee.

In report "Facts About Facts Forum" Rep. Hays said Facts Forum, founded by wealthy oilman H. L. Hunt and which produces or underwrites several radio-tv shows, receives free time over "many radio and television stations . . . because it claims to be nonpartisan." Far from this, Rep. Hays said, it "consistently and aggressively expounds one point of view. Other opinions are included simply to camouflage its bias."

Authorities connected with Facts Forum broadcast operations have cited appearances of politicians of diverse views to prove shows are impartial.

BITTER PILL

NBC will be working for—in a fashion—arch-rival CBS in preparation of commercial today (Mon.). NBC-TV, along with DuMont TV, will carry noontime ground-breaking ceremony for U. S.'s first full-time atomic power plant, with President Eisenhower and Gwilym A. Price, president of Westinghouse Electric Corp., as participants. In New York, according to plans reported Friday by Westinghouse spokesman, NBC will make kinescope of proceedings and deliver it to McCann-Erickson, agency for Westinghouse, for editing into about two-minute presentation for use on Westinghouse's *Studio One Summer Theatre* on CBS-TV tonight as part of public service message in place of regular commercial.

• BUSINESS BRIEFLY

SEASONAL SPLURGE • Seeck & Kade (Pertussin), N. Y., through McCann-Erickson, N. Y., beginning to buy seasonal radio-television spot campaign which will be launched Oct. 4 for 26 weeks in more than 100 markets.

'MARGIE' RENEWED • Philip Morris Ltd., N. Y., renews *Margie* Sundays, 8:30-9 p.m. on CBS Radio for next 13-week cycle. Biow Co., N. Y., is agency.

MORE OF WINCHELL • American Safety Razor Corp. renews alternate-week sponsorship of Walter Winchell simulcast on ABC Radio and ABC-TV (Sun., 9-9:15 p.m. EDT). Agency for ASR: McCann-Erickson, N. Y. Other alternate-week sponsor is Gruen Watch Co.

ANTI-FREEZE TIME • Mathieson Chemical Co. (USI permanent anti-freeze and Super-Pyro), through Geyer Inc., N. Y., placing television spot announcement campaign starting Sept. 20 in 39 cities.

SHORT LIFE • *Life* magazine through Young & Rubicam, N. Y., placing 50 spot announcements on Sept. 14, 15, 16 and 17 in limited number of radio markets.

SANKA ADDING • General Foods (Instant Sanka), N. Y., adding several markets in its radio spot announcement campaign effective Sept. 7. Young & Rubicam, N. Y., is agency.

COLGATE STAYS • Colgate-Palmolive Co., Jersey City, N. J., renews sponsorship of *Phrase that Pays* on NBC Radio, Mon.-Fri., 11:30-45 a.m., for another 13 weeks effective Sept. 27. Bryan Houston Inc., N. Y., is agency.

SPANISH SPOTS • Humphreys Medicine Co., through Kastor, Farrell, Chesley & Clifford, planning to break limited spot announcement campaign aimed at Spanish-speaking audience some time in October to promote its Humphreys Formula No. 3 (for teething children).

Names and Numbers Told

CARNATION Co.'s West Coast regional sponsorship of ABC-TV's fall schedule of NCAA football games (B•T, Aug. 30; also see story page 38) will include total of 16 stations within ABC-TV Pacific Coast Network, ABC reported Friday. They are: ABC-owned KABC-TV Los Angeles and KGO-TV San Francisco, and affiliates KEYT (TV) Santa Barbara, KBAK-TV Bakersfield, KSBW-TV Salinas, KCCC-TV Sacramento, KHSL-TV Chico, KFMB-TV San Diego, KJEO-TV Fresno, KVEC-TV San Luis Obispo, all Calif.; KOIN-TV Portland, KBES-TV Medford, KVAL-TV Eugene, all Ore.; KING-TV Seattle, KHQ-TV Spokane, KIMA-TV Yakima, all Wash.

Studio Grows in Brooklyn

NBC's huge new color tv studio in Brooklyn N. Y., converted from old Vitagraph and Vitaphone motion picture plant at $3.5 million cost, will be officially opened by New York Mayor Robert F. Wagner at ceremonies Thursday at 4:30 p.m.

machines make money

(but people spend it!)

The U. S. Bureau of the Census – methodically – has compiled a list of 453 different manufacturing activities represented in America's industrial economy.

You'll find 310 of them within metropolitan Cleveland – aggressively pursued by some 3,000 companies whose vast investment in specialized production machinery creates a yearly industrial income of *five billion dollars.*

By the happy osmosis of business, much of this manufactured money flows back into the three billion-plus annual earnings of Clevelanders . . . enough to peg their family buying power at fourth highest among all U.S. metropolitan markets.

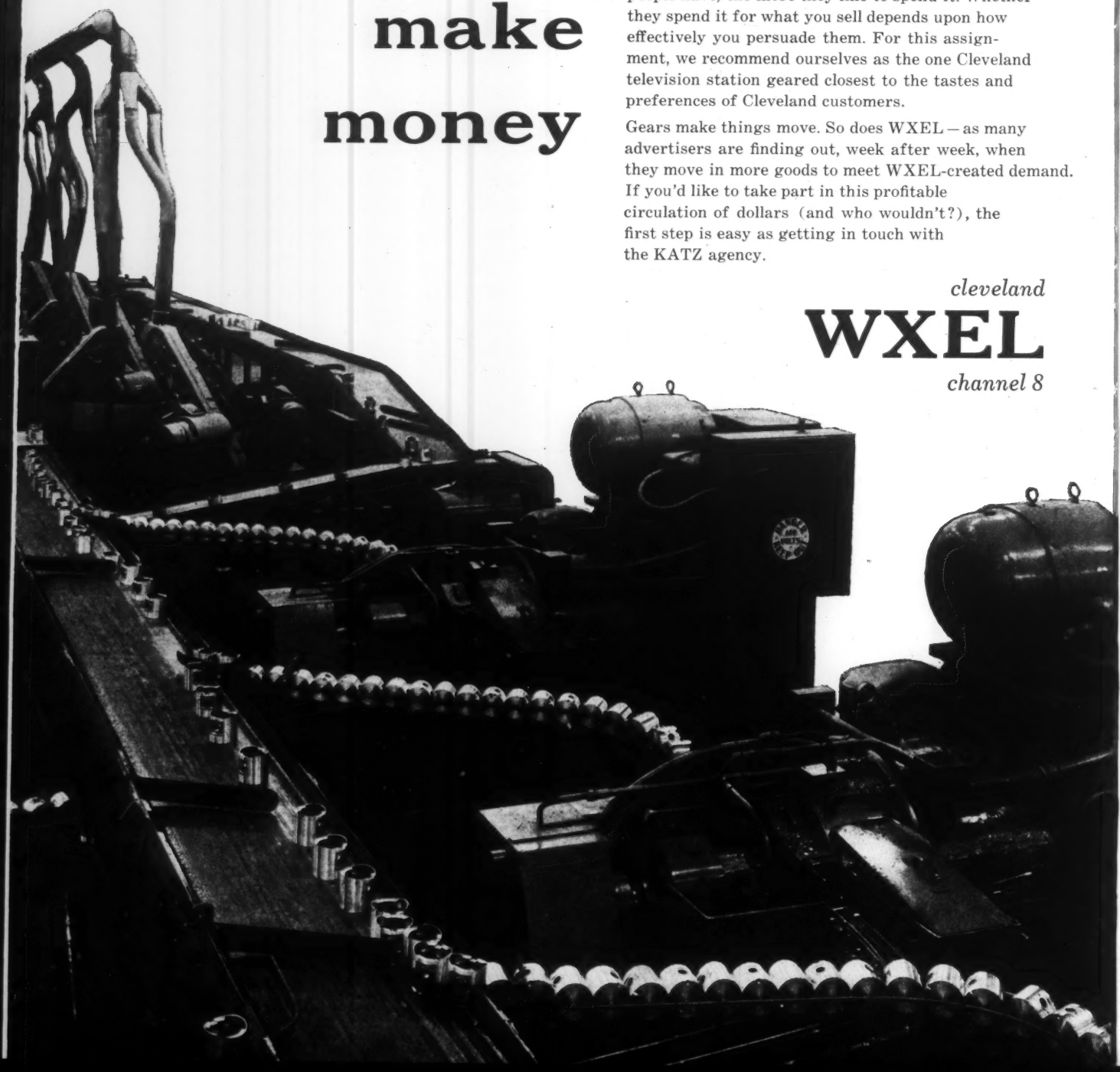
Money is a restless commodity – and the more of it people have, the more they like to spend it. Whether they spend it for what you sell depends upon how effectively you persuade them. For this assignment, we recommend ourselves as the one Cleveland television station geared closest to the tastes and preferences of Cleveland customers.

Gears make things move. So does WXEL – as many advertisers are finding out, week after week, when they move in more goods to meet WXEL-created demand. If you'd like to take part in this profitable circulation of dollars (and who wouldn't?), the first step is easy as getting in touch with the KATZ agency.

cleveland

WXEL

channel 8



at deadline

FCC Upsets Examiner; Grants Tampa Tv Ch. 13

UPSETTING nearly year-old recommendation of hearing examiner, final decision issued by FCC Friday in Tampa-St. Petersburg ch. 13 tv contest to award permit to Tampa Television Co. and deny bids of Tampa Times Co.'s WDAE (favored by examiner) and Orange Tv Broadcasting Co.

Final ruling held Tampa Television should be favored over *Times*-WDAE on basis of diversification of media of mass communication and over Orange on basis of programming and integration of ownership and operation.

Operating there is ch. 38 WSUN-TV while WFLA-TV is under construction on ch. 8. Commission earlier chose *Tampa Tribune*-owned WFLA for ch. 8 grant over competitors WTSP and Tampa Bay Area Telecasting Corp., supporting examiner [B•T, Aug. 9].

Walter Tison, vice president-general manager and 20% owner of Tampa Television, told B•T new ch. 13 outlet hopes to be on air by first of year and expects to be CBS primary affiliate. Equipment will be RCA, he said. Mr. Tison, according to final decision, plans to sell WALT there.

Unique Sharing Proposed

SHARE-TIME station plan between commercial Tv Corp. of Michigan and noncommercial Michigan State College for ch. 10 at Parma-Onandaga set forth Friday in amendments to applicants' respective bids at FCC. Stations would split hours daily, roughly 40% for educational Michigan State outlet and 60% for commercial Tv Corp. station.

Other contestants for ch. 10: Booth Radio & Tv Stations Inc. (WIBM Jackson), Jackson Broadcasting & Tv Corp. (WKHM Jackson) and Triad Tv Corp. Michigan State now operates educational ch. 60 WKAR-TV East Lansing. Tv Corp. of Michigan includes Edward E. Wilson, son of Secretary of Defense, and John C. Pomeroy. Latter is part owner WILS-AM-TV Lansing.

Under share-time plan, school will buy transmitter site, construct building and 1,000 ft. antenna and install 316 kw ERP transmitter facilities. Separate studios are to be maintained. Tv Corp. will rent transmission facilities from school for 60% of amortization rate plus 20% of annual net income of its commercial outlet. School gets fixed hours for noncommercial station: Mon.-Fri. 9:30 a.m.-2 p.m. and 6-7:30 p.m.; Sat. 10 a.m.-2 p.m., and Sun. 12 noon-4 p.m. Dinner hour schedule to feature "University of Air" telecourses.

In another application filed late Friday, Commission approval sought for two-year lease of ch. 54 WILS-TV to Inland Broadcasting Corp., having same ownership as Tv Corp. of Michigan, with option to buy for $166,250. Rental is $500 monthly on gross under $10,000 ranging to $5,000 on gross of $16,000 and above.

WFPG-TV Proposal Fought

PROPOSAL of ch. 46 WFPG-TV Atlantic City for allocation of ch. 8 there with directional array to protect WGAL-TV Lancaster 110 miles away [B•T, Aug. 16] opposed Friday in reply by WGAL-TV. Lancaster station held directional vhf grants would adversely affect all uhf stations, upset uhf allocation plan and in time reduce operating uhf stations to "vanishing point." Allowance of proposal also would put vhf stations on continual defense and damage their present service areas, WGAL-TV argued.

WBZ-TV's Quick Recovery

WBZ-TV Boston whose tower and antenna were wrecked in hurricane (see story page 52) announced Friday it would be back at full 100 kw power in month. Station made lease arrangement to use transmitter building and tower of WEEI-FM Boston, will install tv transmitter and antenna there, assuming FCC approves. WEEI-FM will continue fm broadcasts from location.

Radio-Tv Set Production Shows Seasonal Decline

OUTPUT of both radio and tv receivers dropped in July, reflecting usual summer shutdown of plants, according to Radio-Electronics-Television Mfrs. Assn. Month's output included 306,985 tv sets; 150,002 home radios; 39,447 portable radios; 191,512 auto radios; 57,100 clock radios and total of 438,061 radios of all types. Seven-month production of tv sets totals 3,152,132 compared to 4,150,525 in same 1953 period but well above 2,517,157 in same 1952 period.

Radio output for seven months was 5,324,620 sets of all types compared to 7,941,001 in like 1953 period and 5,590,901 in 1952 period. Of July tv output, 57,838 were equipped with uhf tuning bring total uhf production this year to 694,294. Seven-month color tv total: 8,426.

Radio-tv set production during first seven months of 1954 follows:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks.)	544,142	226,350	141,904
July	306,985	150,002	39,447
TOTAL	3,152,132	1,463,273	882,486

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks.)	336,733	132,668	837,655
July	191,512	57,100	438,061
TOTAL	2,272,405	706,456	5,324,620

L. A. Educational Station, Out of Money, To Quit

KTHE (TV) Los Angeles, second U. S. educational tv and first Los Angeles area uhf station, will suspend operation by Sept. 15, University of Southern California executives announced last week. University Department of Telecommunications will continue use of station facilities for instruction and research but programs will not be telecast, executives said. Reason for suspension: lack of funds.

Montgomery Station Shift

WJJJ Montgomery, Ala. (10 kw, 1170 kc, MBS) sold Friday by Joe Judson and John Mathews, owners, to WCOV Montgomery (250 w, 1240 kc, CBS), operated by Capitol Broadcasting Co. Blackburn-Hamilton Co. was broker. Sale price was $95,000, with application to be filed at FCC this week. Present WCOV 250 w facility is to be abandoned, with Capitol retaining WJJJ call letter and operating as CBS affiliate. Oscar P. Covington is president of Capitol, with Hugh M. Smith vice president-general manager.

UPCOMING

Sept. 9-10: NARTB Dist. 1 meeting, Somerset Hotel, Boston.

Sept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.

For other Upcomings see page 109.

PEOPLE

JERRY ARTHUR, media buyer, Fuller & Smith & Ross, N. Y., appointed media manager of agency's New York office succeeding **RICHARD A. WHITE,** who has become account executive.

JAMES S. BEALLE, BBDO, N. Y., to Kenyon & Eckhardt, N. Y., as assistant director of tv-radio department. **MARSHALL STONE,** NBC-TV, has also joined department.

ELENORE CUINCHI, staff member of radio and tv department, The Advertising Council, named service manager of that department. **JEANNINE SNOW,** former assistant to **HENRY C. WEHDE JR.,** account executive, becomes service manager of graphics department.

WALTER E. SUTTER, with General Electric Co.'s microwave application and sales section since 1946, appointed manager of sales for instruments and industrial electronic products of commercial equipment department.

NARTB Meetings to Include Sales, Regulatory Problems

BUSINESS problems facing radio and tv broadcasters along with critical developments in Congressional and regulatory circles will mark NARTB district meeting series opening Thursday at Somerset Hotel, Boston. Making full swing of two-day meetings will be President Harold E. Fellows; Ralph W. Hardy, government relations vice president; John F. Meagher, radio vice president; Charles H. Tower, labor relations manager.

Herbert L. Krueger, WTAG Worcester, Mass., will preside as District 1 (New England) director. After opening ceremonies, Mr. Hardy will speak on "Staying in Business"; Mr. Tower on "Saving in Business"; Mr. Fellows on "Profit With Honor"; Mr. Meagher on "Sound Is the Word for Radio." John Smith, NARTB public affairs manager, will attend Boston meeting.

Guest radio speaker in Boston will be E. R. Vadeboncoeur, WSYR Syracuse. Guest tv speaker will be Clair R. McCollough, Steinman stations.

Mr. Vadeboncoeur will preside at second meeting of series, District 2 (N. Y., N. J.), opening Sept. 13 at Lake Placid Club, Lake Placid, N. Y., with New York-New Jersey delegates taking part. District 3 (Pa., Del., Md., W. Va.) meets Sept. 16 at William Penn Hotel, Pittsburgh.

Paul A. Porter, of Arnold, Fortas & Porter and ex-FCC chairman, will join freedom of information panel at Lake Placid. Others on panel are Jack Gould, CBS information adviser; Rudolph Halley and Mr. Hardy.

Smith New RCA V. P.

DOUGLAS Y. SMITH, with RCA since 1930 and general marketing manager of its Tube Division since October 1953, elected vice president and general manager of that division, RCA President Frank M. Folsom announced Friday. Mr. Smith has served as manager of RCA tube plants in Harrison, N. J., and Lancaster, Pa., tube merchandise manager, and manager of tube sales operations. In 1951 he received company's highest employe honor, RCA Victor Award of Merit.

WITH Asks 5 kw on 550 kc

WITH Baltimore, 250 w independent operating fulltime on 1230 kc and headed by Tom Tinsley, filed bid with FCC Friday for switch to 550 kc with 5 kw unlimited, directionals day and night.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

AVAILABLE
NETWORK
PROGRAM
PARTICIPATION
AT
CARD RATE!
★
MODERN
ROMANCES
11:30-11:45 AM
MONDAY
thru
FRIDAY
★ ★
2
PARTICIPATIONS
AVAILABLE
ACT NOW!
CONTACT
THE KATZ AGENCY
OR
C. TOM GARTEN
STATION MANAGER

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ
TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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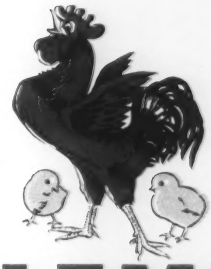
Sunday is Family Day on WJAR-TV



"SUNDAY SUPPLEMENT"

STARTING SEPTEMBER 19TH!

A NEW CONCEPT IN PROGRAMMING
For the first time anywhere, a 2 hour program integrating morning devotion and family entertainment.

SUNDAY MAGAZINE SUPPLEMENTS
Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

PIPSQUEAK PARADE
Talented youngsters perform. Cartoons and Westerns, too!

NEWS AND WEATHER
The latest news plus weather reports for Sunday drivers and sports enthusiasts.

RELIGION
Sunday morning devotions, inspirational messages, Bible Stories for the entire family.

GUESTS
People who make the Sunday Supplement news.

TIME PERIOD
10 a.m. to 12:00 noon starting September 19th.

COST
One minute slide, live or film participation $65.00.

★ **Starring Betty Adams**
known to thousands of WJAR-TV viewers for over 2 years!

National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont-Supplementary

BQ-1A TURNTABLE. For fine-groove 45's and 33⅓ LP's (exclusively)—up to 12". Only 28" high, 20" wide, 16½" deep, this studio-proved unit is your answer for a moderately priced turntable. Complete, with lightweight tone arm, filter, 1.0 mil pick-up, and cabinet.

BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.

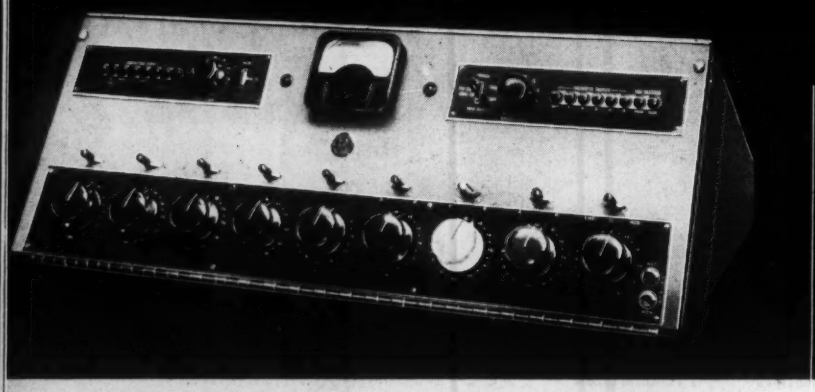
BC-4A AUDIO CONTROL. This new unit provides adequate control and switching for one studio, control booth, two turntables, network, 2 remotes, and tape recorder. Addition of a second BC-4A doubles facilities, permits dual-channel operation. Ideal audio sub-control for TV stations.

Everything in Audio...

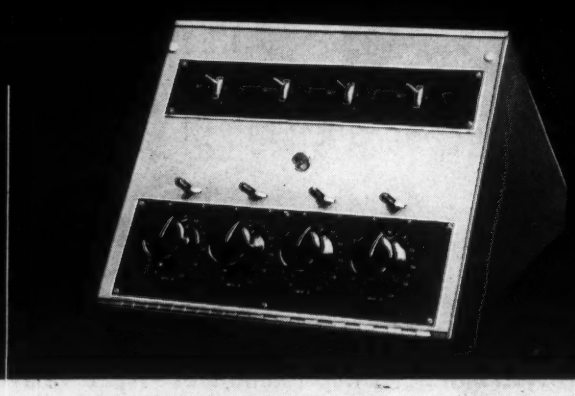
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

RCA audio equipment is imaginatively designed to exceed present-day station *requirements—competitively*. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.

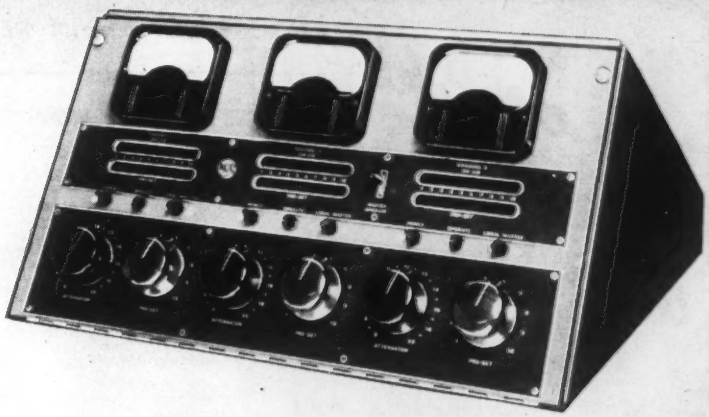


BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 16 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.

RT-12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). Same as RT-11B and includes all the design features of the rack-mounted unit—but is ideal for use near the RCA Consolette or turntables in control rooms or studios where rack space is not available.

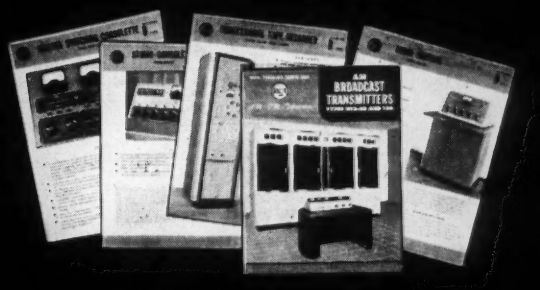


BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

...for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

ITEM	NUMBER
BC-4A Audio Control	B-1112
BC-2B Studio Consolette	B-1100
BCM-1A Auxiliary Mixer Console	B-1108
BCS-11A Master Switching Consolette	B-1116
BQ-1A Turntable	B-1616
BQ-70F Deluxe, 3-speed Turntable	B-1600
RT-11B Professional Tape Recorder for Rack Mounting	B-1700
RT-12B Professional Tape Recorder (Console Type)	B-1700
BTC-1B Transmitter Control Console	2J-8256

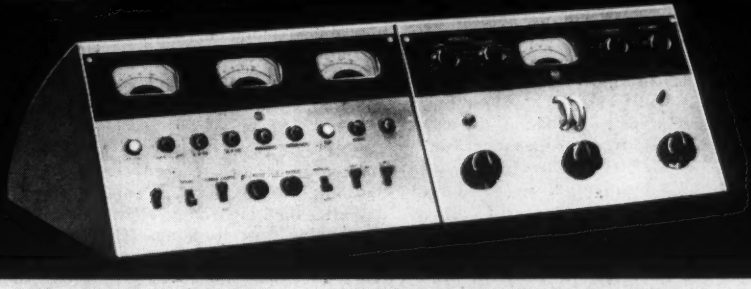


PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RCA®

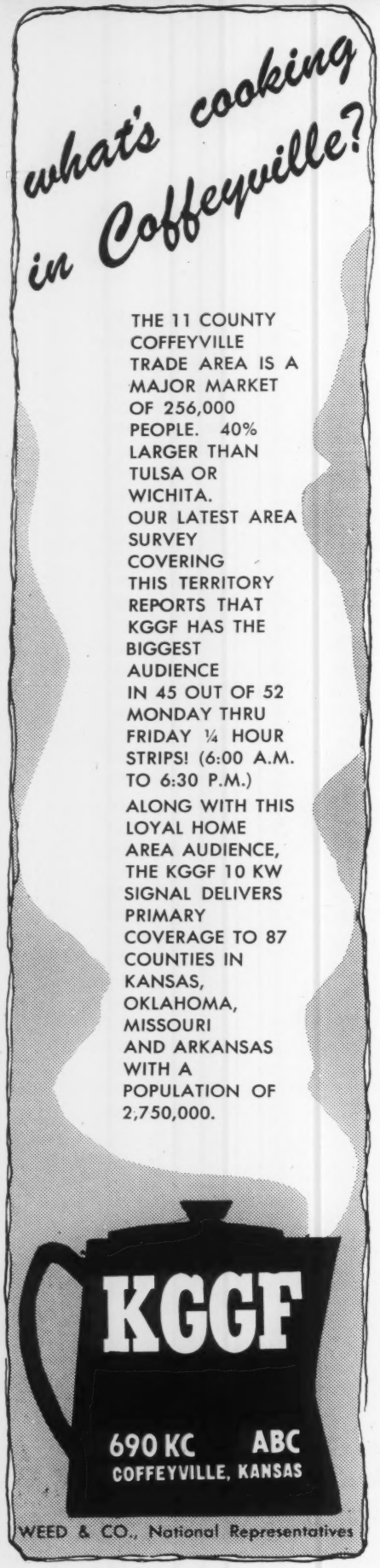
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.



BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.


what's cooking in Coffeyville?
THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

MICKEY ROONEY SHOW

Network: NBC-TV
Time: Sat., 8-8:30 p.m. EDT
Title of Aug. 28 show: Hey Mulligan!
Cast: Mickey Rooney, Regis Toomey, Claire Carlton, Carla Balenda, John Hubbard, Joey Forman.
Producer: Joseph Santley
Director: Leslie Martinson
Writers: John Fenton Murray, Benedict Freedman.
Location: Filmed in Hollywood.
Sponsors: Green Giant Co., Pillsbury Mills, alternating.
Agency: Leo Burnett, Chicago.
Estimated Production Costs: Approximately $30,000 per program.

THE YOUNG FELLOW who is cartooned on Green Giant Co. food containers walked off the label and onto the screen the night of Aug. 28. The clever commercial was a bit different and interesting.

This is more than can be said about the new half-hour *Mickey Rooney Show* (Hey Mulligan!) which made its debut at eight that night, sponsored by the subject of the novel commercial. A second commercial used on the program was minus the animated trademark but featured the star of the show, which added another unfortunate choice to the original misplay in a selection of a dull script.

Not that the "acting" was below average. The character actors, and Mr. Rooney, himself, are all familiar Hollywood faces and have appeared at one time or another in any half-dozen (or 100, depending on the actor's age) Grade B movies in past years. The story itself revolves about Mickey Mulligan, an NBC page boy in Hollywood, played by guess-who. It ranges from the situation comedy to slapstick, when it's lucky; otherwise the script teeters on utter boredom. A must for the Rooney fans. A filmed quickie for the undiscriminating "movie fan." For the rest of the millions of tv viewers, a take it or leave it type show.

LUX VIDEO THEATRE

Network: NBC-TV
Time: Thurs., 10-11 p.m. EDT
Host: James Mason
Stars: Dorothy McGuire, Gene Barry, Edward Ashley, Mary Anderson (Aug. 26 only)
Producer: Cal Kuhl
Executive Producer: Cornwell Jackson
Directors: Buzz Kulik, Richard Goode, Earl Ebi
Set Director: William Craig Smith
Writers: Sanford Barnett and Richard McDonagh
Musical Director: Rudolph Schrager
Sponsor: Lever Brothers Co. (Lux products)
Agency: J. Walter Thompson Co.
Origination: NBC-TV studios in Burbank, Calif.
Estimated Production Cost: $40,000.

IT would be hard to find a more appropriate drama for soap company sponsorship than "To Each His Own," opening program of the new hour-long *Lux Video Theatre* series, which started Aug. 26 on NBC-TV. This story of a mother's fight for her son's love had all the tear-jerking elements so beloved by soap opera addicts.

There were several notable features of the evening telecast, however, that clearly took it out of the class of the run-of-suds daytime drama. First, the long-suffering mother is an unmarried mother, glaringly violating the basic soap opera tenet of the wholesome purity of American womanhood. Next, the single 60-minute telecast covered 25 years of heartache, enough to fill 10 years of quarter-hour five-a-week installments. Finally, both direction and acting were of a calibre many cuts above that of the typical serial drama.

But the plot was not. Jody Norris, lovable young daughter of a lovable old small town druggist, meets a lovable young aviator in 1917. He goes to France and is killed; she goes to the city to have his baby; then embarks on an involved and implausible scheme so that she may have her son to bring up and no one the wiser. The scheme misfires and when her success in business (stated but never plausibly explained) gives her a financial lever to force the boy's foster parents to send him to her, the boy is unhappy and she tearfully sends him back "home."

All this is told in flashbacks from a London railway station on Christmas Eve, 1944, where Jody drives away her rich and titled admirer to wait for her son, now a soldier in World War II. Again she is rebuffed; his thoughts are all for his Wren sweetheart. Complications of cancelled leaves and distraught lovers are magically solved by the aforesaid r. and t.a. who wangles a special marriage license from the Archbishop of Canterbury, no less. After the ceremony, the son suddenly sees all and turns to Jody with the curtain line, "My dance, mother."

Dorothy Maguire and a fine supporting cast, aided by good overall producing-directing, kept this sobby story on a plane of high sentiment that never became maudlin, a notable achievement under the circumstances provided by the plot.

The drama was followed by a sort of after piece, in which James Mason, the program's host, interviewed Alfred Hitchcock about his latest film "Rear Window" and showed excerpts from this mystery thriller, a change of pace that completely destroyed the mood which had been so carefully built up in the preceding 50 minutes.

* * *

BOOKS

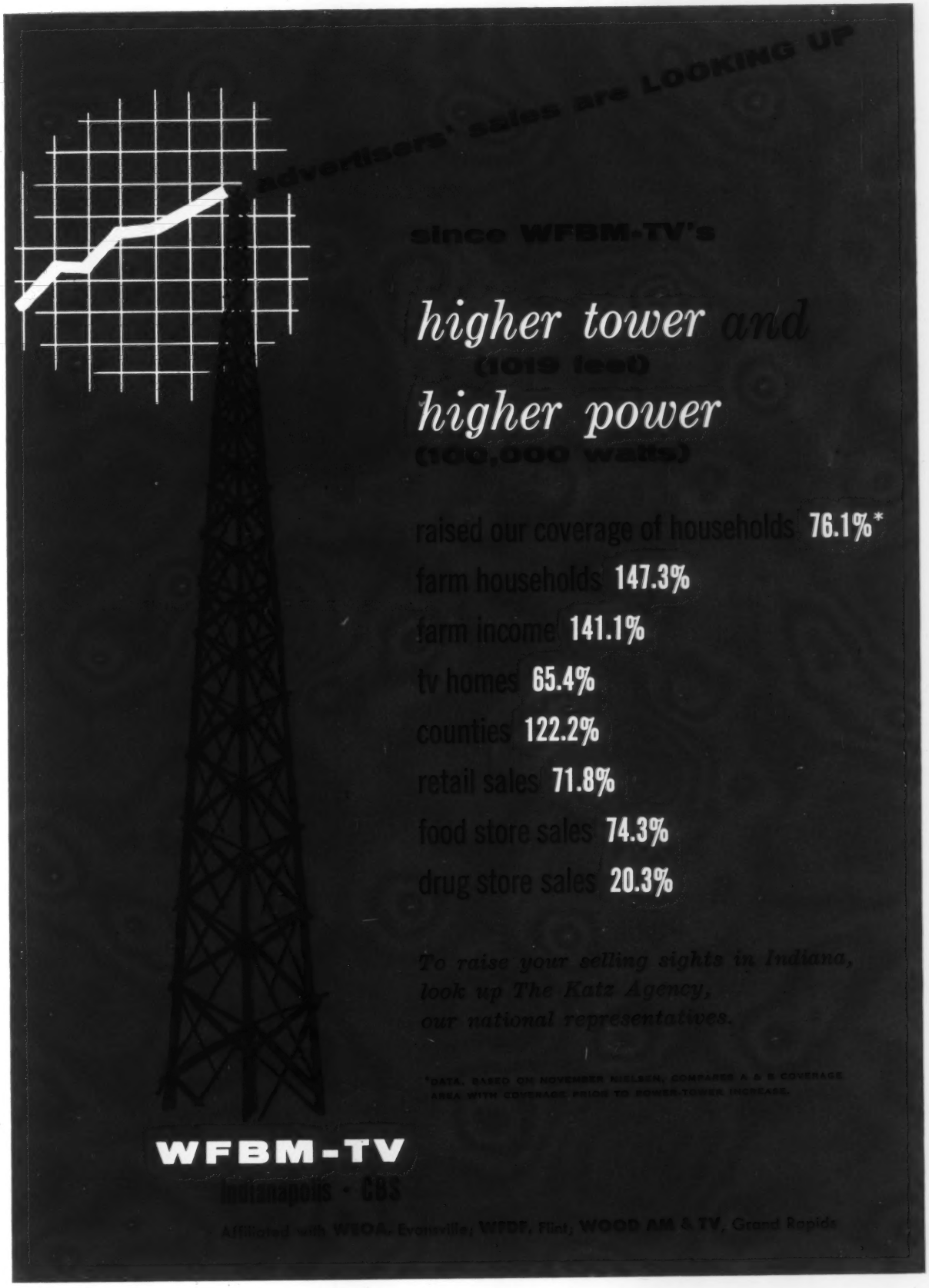
BIG ENTERPRISE IN A COMPETITIVE SYSTEM, by A. D. H. Kaplan. The Brookings Institution, Washington, D. C., 285 pp. $4.

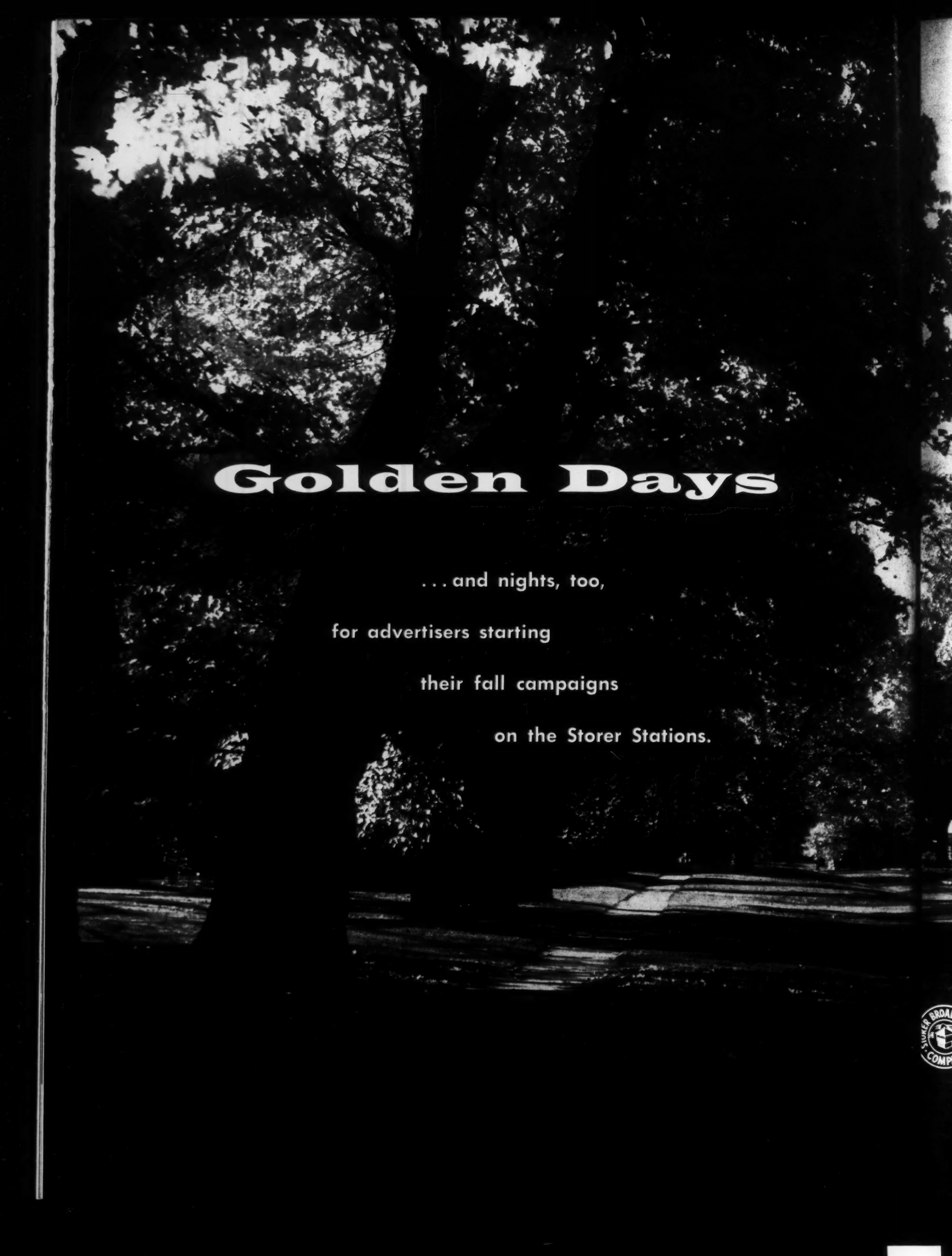
BIG BUSINESS is neither the hero nor the villain of this objective study which, with considerable success, avoids the emotional approach of the trust-busters on the one hand or the idolaters of big business on the other. The author's own conclusion:

"In our economy big business undertakes the role of coordinating individual efforts and resources into collective achievement. This is a function that must be undertaken under modern technology, whether by private enterprise or by the state. In the U. S. it has been possible to mix dispersion with centralization so that the major job can be left to private competition, under government regulation. Big business has not merely been kept effectively subject to a competitive system; on the whole it has also made an essential contribution to its scope, vitality and effectiveness."

RADIO-TV: PERILS TO PROSPERITY, by Anthony B. Meany Sr. Pageant Press, New York. 167 pp. $3.

THE TITLE of this book tells the story. Radio, the author argues, caused the depression of the 1930's by encouraging people to sit at home, day after day, night after night, not consuming, not buying, just listening. The war saved us but now the war is over and tv is compounding the crime. The book would be easier to read if the author had identified the first part as being written circa 1942; until the reader realizes that, the statistics cited as current are somewhat bewildering.


advertisers' sales are LOOKING UP
since WFBM-TV's
higher tower and
(1015 feet)
higher power
(100,000 watts)
raised our coverage of households 76.1%*
farm households 147.3%
farm income 141.1%
tv homes 65.4%
counties 122.2%
retail sales 71.8%
food store sales 74.3%
drug store sales 20.3%
To raise your selling sights in Indiana, look up The Katz Agency, our national representatives.
*DATA, BASED ON NOVEMBER NIELSEN, COMPARES A & B COVERAGE AREA WITH COVERAGE PRIOR TO POWER-TOWER INCREASE.
WFBM-TV
Indianapolis • CBS
Affiliated with WEOA, Evansville; WTRF, Flint; WOOD AM & TV, Grand Rapids


Golden Days
. . . and nights, too,
for advertisers starting
their fall campaigns
on the Storer Stations.

DETROIT PUBLIC LIBRARY

STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

KGBS • KGBS-TV
San Antonio, Texas

WBRC • WBRC-TV
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

MORE "FIRSTS" FOR WLAC'S ESSO REPORTER

Nashville station pioneered in election coverage 25 years ago. Still leads the field.

9:30 PM, SENATOR ESTES KEFAUVER, in his headquarters in the Maxwell House, came to WLAC's Esso Reporter first to broadcast his (2 to 1) victory message.

10:30 PM, CONGRESSMAN J. PERCY PRIEST discussed his landslide win with F. C. Sowell, WLAC's general manager, a practice the two have observed for 14 years. The popular Tennessee Congressman always makes WLAC his first port of call.

11:25 PM, GOVERNOR FRANK G. CLEMENT made the first acknowledgment of his overwhelming victory to listeners tuned to WLAC. As always, Your Esso Reporter was "ready."

When it's LEADERSHIP that's wanted, either in public relations or advertising, most people turn to . . .

WLAC

Broadcasting Service of

Life and Casualty

Insurance Company of Tenn.

Guilford Dudley, Jr., President
Home Office: Nashville, Tennessee

OPEN MIKE

Much Ado About O

EDITOR:

In the issue of Aug. 30 in the first paragraph in your lead article I note that "American advertisers will be using television time at a rate of better than $6 million a month."

This statement leads me to several conclusions:

1. "Better than" is a phrase used in BROADCASTING • TELECASTING to signify 10 times the printed figure, or

2. A number of American advertisers are getting a bargain we would like to know more about, or

3. The sentence should read "an American advertising agency (which shall be nameless) will be using television time at the rate of better than $6 million a month."

Having discounted the possibility of a typographical error, it would be very gratifying to uncover the real truth in this statement of yours. Would you please clarify this in your next issue?

Rod Erickson
Vice President
Young & Rubicam

EDITOR:

The next important piece of research the broadcasting industry should undertake is whether the editors or the typographers ball up the figures.

For instance—the Aug. 30 issue of BROADCASTING • TELECASTING says in the headline and in the first paragraph of the lead story that television time sales will be $6,000,000 a month this fall. With B•T publishing office in Washington, little bittsy figures like $6,000,000 should never be tolerated. You mean $60,000,000, don't you?

Newspaper headline writers and typographers do it, too. And even on the financial pages. Really, B•T, we ought to take better care of our millions and billions.

T. F. Flanagan,
Managing Director,
Station Representatives Assn.

[EDITOR'S NOTE: Thanks to Messrs. Erickson, Flanagan and a score of other readers who quickly spotted the typographical error that reduced B•T's printed estimate of the fall volume of advertising on tv from a reasonable $60 million to a ridiculous $6 million.]

BBC Plaque Fund

EDITOR:

As one of the grateful recipients of BBC service during the last World War, when I was director of news and special features for the Blue-ABC Network (1942-46), I most certainly want to subscribe to B•T's BBC Plaque Fund. Enclosed please find my personal check. . . .

Congratulations on B•T's carrying the ball on this most worthy objective . . . .

G. W. (Johnny) Johnstone
Dir., Radio-Tv Pub. Rel.
National Assn. of Mfrs.

Sound Economic Principles

EDITOR:

We were both pleased and flattered to be the subject of a feature article in BROADCASTING • TELECASTING's Aug. 9 issue.

However, I take issue with your implication that television mail-order is simply a vehicle "for the pitchman to unload the contents of his duffle before the cops arrive."

Television mail-order, as stated in the article, is founded on the soundest economic principles. While I agree that in tv mail-order, as in any business enterprise, there may be problem-children in our midst, most of the items offered for sale in mail-order films are legitimate buys backed by a standard manufacturer's guarantee; most of the firms operating in this field are well founded financially and are represented by recognized agencies who would disagree that mail-order is an unpleasant medicine to be swallowed because the doctor has money.

You might be interested to know that we are mightily impressed by the readership B•T commands. Our address was incorrectly given as 208 S. Wabash Ave., Chicago (actually it's 218 S. Wabash Ave.). Through this morning [Aug. 25], in addition to a flood of calls and notes from old friends in the industry with whom I have been out of touch for years, we have had 42 pieces of mail addressed to 208!

Herschell G. Lewis
Lewis & Martin Films Inc.
Chicago

Boxed

EDITOR:

In your article regarding WHOL Allentown, Pa., on page 48 of the Aug. 23, 1954, issue you used our frequency —1320—in the article. WHOL's frequency is 1230.

Will you make a correction of this, please, in a special box?

Oggie Davies, Mgr.
WKAP Inc.
Allentown, Pa.

Readers Want Radio Logs

EDITOR:

With what we believe is one of the shortest editorial notes testifying to the effectiveness of radio, we enclose the following clipping from the Hutchinson *News-Herald.*

The background of it stems from the fact than Hutchinson currently has Kansas' only vhf tv station which has been in operation for more than a year. The tv logs were maintained during the interim the radio logs were deleted . . .

Thought you might be interested that radio is still effective in a market which has prided itself upon its degree of tv saturation.

John W. Powell, Mgr.,
KWBW Hutchinson, Kan.

[EDITOR'S NOTE: The clipping, from the Aug. 21 issue of the "News-Herald," reads:

RADIO LOG TO RETURN

The Radio Log for the past three days has been omitted from "The News-Herald." This was done to sample public opinion, to see if it were still read. It was. It will be returned to the paper on Sunday.]

Facts of Life

EDITOR:

I must call your attention to an error in the Aug. 23 issue of your usually most reliable publication.

On page 7 in the last paragraph of the story relative to Weed being named to represent WABC-TV you say: "John Blair & Co. (radio) and Blair-Tv (tv) represent ABC-owned WLS."

You know very well ABC does not own WLS.

Will you please make a correction of this lapse and acquaint your staff with the facts of life?

Glenn Snyder, Mgr.
WLS Chicago

[EDITOR'S NOTE: WLS Inc., licensee of WLS Chicago, authorized to operate full time on 890 kc with 50 kw, is a voluntary merger of WLS and WENR, which formerly shared time on that frequency. Agricultural Broadcasting Co., former licensee of WLS, owns 50% of WLS Inc.; American Broadcasting-Paramount Theatres Inc., former licensee of WENR, owns the other 50%. Assignment of the former licenses to the new corporation was approved by the FCC March 10 (B•T, March 15).]

To a TV sales manager who's blowing his top

PATRICIA MORISON

GINNY SIMMS

TONY PASTOR

NAT "KING" COLE

JUNE HUTTON

FLORIAN ZABACH

If failure to land sponsors makes you flip your lid, Studio Telescriptions will take your time off sustaining.

Nothing draws sponsors like the high ratings and low costs of programs built with Studio Telescriptions. With the Studio Telescription Library you can offer your clients the nation's top musical artists on film, in lavish production settings, in a variety of lively program formats . . . all without the usual high production and talent costs.

To help you make sales fast, Studio Films provides a complete sales and merchandising service with your library. Find out today how Studio Telescriptions can attract new sponsors to your station.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

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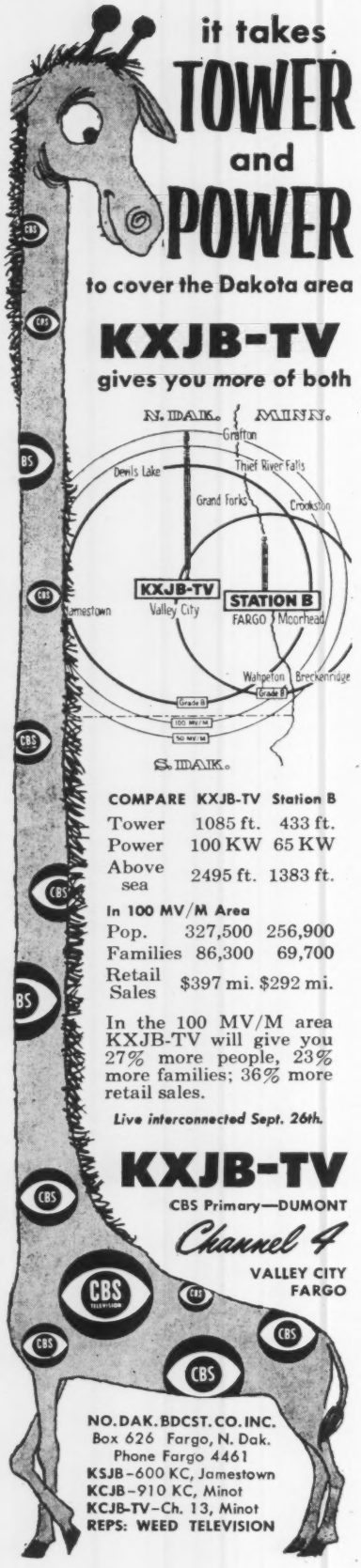


our respects

to EDWARD MOORE ANDERSON

WHY does a newspaperman get into the broadcasting business?

North Carolina broadcaster and publisher Ed Anderson saw the "electronic" light during World War II when he became interested in the medium's rapid dissemination of news and public service. When he saw radio stations spring up all over the country after the war "like mushrooms," he decided that "if the communities served by our newspapers were to have radio stations, too, I might as well own and operate them, and operate them on a local basis just as the newspapers are operated."

How does a newspaperman, etc., etc.

Ed Anderson shows a likely sagacity on that one: "I started the hard way at the top and then worked from the bottom up, using a full staff that was experienced in radio."

Today he is president of two North Carolina station properties, with direct management over one (WBBO-AM-FM Forest City), and supervision and majority ownership of another (WPNF Brevard), while holding vice presidencies and part ownerships in two others (WIFM-AM-FM Elkin and WBRM Marion). Still a fifth is planned.

Edward Moore Anderson was born 49 years ago this month on a farm outside Reidsville, N. C., and was one of the five children of John I. and the late Maggie Moore Anderson. His family moved into town and he attended Reidsville High School and later the U. of North Carolina in the class of 1926.

Torn between journalism and law, he took the easy way out for two years as a schoolteacher, then plunged into the newspaper business. Mr. Anderson went up and up the newspaper ladder and for the past 12 years has been publisher of four weeklies and one semi-weekly. This summer he was elected president of the National Editorial Assn.

Mr. Anderson went into radio in August 1946 when he formed the Rutherford County Radio Co. and applied to the FCC for a grant at Forest City. It was approved in December and WBBO went on the air Sept. 14, 1947, with 1 kw daytime on 780 kc. WBBO-FM (1 kw, 93.3 mc) was added the following year to provide nighttime service.

By this time applications had been made for Brevard and plans were underway for one or two more. "Realizing that it costs a lot of money to establish and operate even a small station, I decided it would be best for me personally to learn the radio business and that the best way to do it would be to get some on-the-job training.

"So in addition to publishing duties, I became president and manager of WBBO and have served in those capacities since that time."

WBBO serves a county of about 50,000 population, according to Mr. Anderson. Two of the newspapers are located in the county and they work closely together in all matters, "particularly in the function of disseminating local news and rendering public service." The staffs of the newspapers and stations are entirely separate, Mr. Anderson says. Emphasis is placed by all the stations on local programming, public service and local news, he says.

Radio is a "fascinating business," Mr. Anderson feels. He thinks he could "write a book about the experiences of securing radio station grants, going through hearings, erecting buildings, buying equipment, employing staff and getting started in the radio business as a greenhorn newspaper publisher."

The Anderson newspapers, as the stations, all are in the western end of North Carolina. They are the *Transylvania Times* at Brevard, *Forest City Courier, Spindale Sun, Skyland Post* at West Jefferson and *Alleghany News* at Sparta.

Mr. Anderson is a member of Sigma Delta Chi, professional journalism fraternity; two country clubs; Elks Club; the Brevard College board of trustees; Brevard Music Foundation; North Carolina Symphony Society; U. of North Carolina Journalism Foundation, is a director of the Forest City Chamber of Commerce and has organized five merchants associations. He is a former director of the North Carolina Assn. of Broadcasters.

Interested in music from an early age, he studied piano as a lad. He also likes hunting and golfing, and shoots in the 80's. He is married to the former Stella Williams and they have one daughter, Billie, 18.

He believes it takes a lot of hard work to have a good radio station operation and thinks good morale among members of the staff is equally important. Small stations, he says, must be well operated if they are to be regarded as community institutions. In radio, he says, "we seek to make money and to have the best station possible."

The advent of television has not changed Mr. Anderson's mind about the functions of radio in small communities, as evident by the purchase of WIFM Elkin last June. In fact, he says, he may buy another one "soon" to make the operation five stations and five newspapers. About tv, he says:

"Our markets are much too small for tv stations. We are sure that with good local programming, good promotion and selling, radio in small markets can operate without worrying about tv coverage, especially in the daytime and with the use of local sports at night. We are strong on local nighttime sports coverage. It licks tv."

No long shot, this

Some of the smartest advertisers we know are sure of one thing—the best way to *move goods fast* is to pinpoint their advertising on big markets. That's why they buy *spot radio, on key stations.* They know, too, that every dollar counts when they buy time on the handful of good stations that cover just about everybody. WJR, for example, reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man.

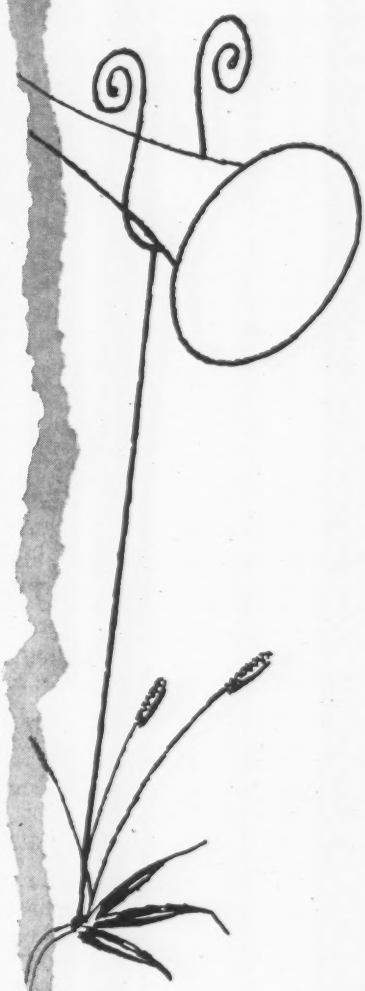
The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers



GET G.E. TV

ALL EQUIPMENT FROM ONE MANUFACTURER...

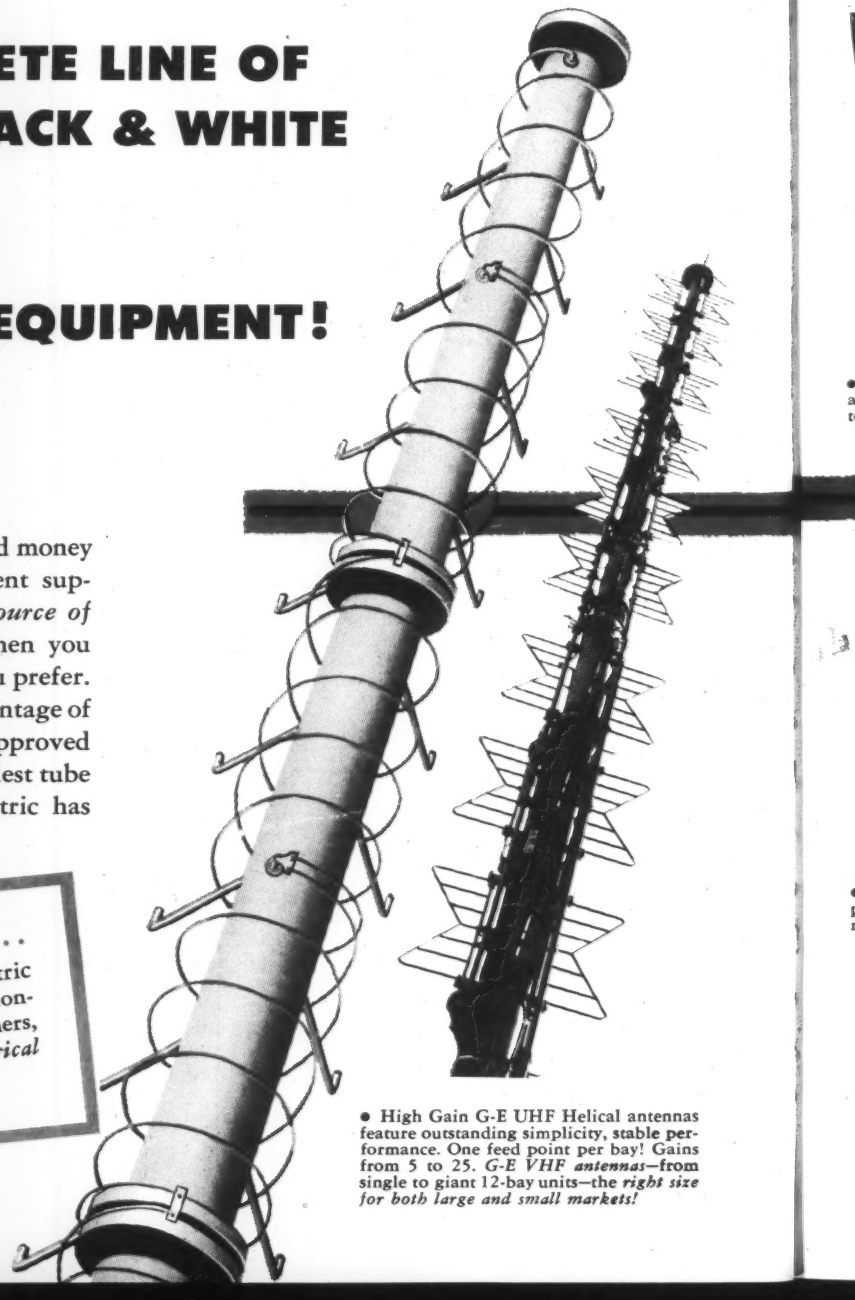
OFFERS YOU UNDIVIDED RESPONSIBILITY

FOR A COMPLETE LINE OF COLOR OR BLACK & WHITE TV EQUIPMENT!

TV BROADCASTERS—why spend extra time and money buying your equipment from many different suppliers? Let General Electric be the *single source of responsibility* for delivering equipment when you want it... for delivering the performance you prefer. G.E. can answer *all* your TV needs! Take advantage of General Electric's performance tested and approved equipment. Go down the list—from the smallest tube to 50 kw VHF transmitters—General Electric has everything you need to go on the air!

COMPLETE EQUIPMENT MEANS...

the widespread resources of General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable . . . in short, *all your electrical and electronic requirements!*

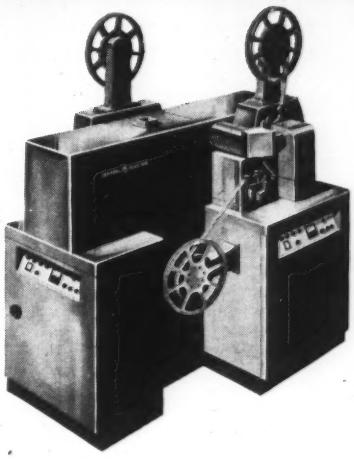


• High Gain G-E UHF Helical antennas feature outstanding simplicity, stable performance. One feed point per bay! Gains from 5 to 25. *G-E VHF antennas*—from single to giant 12-bay units—the *right size for both large and small markets!*

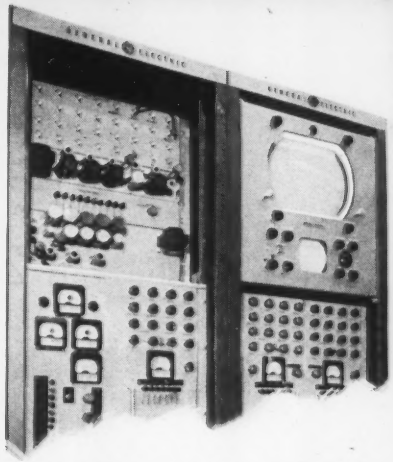
• G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.

MONOCHROME

COLOR

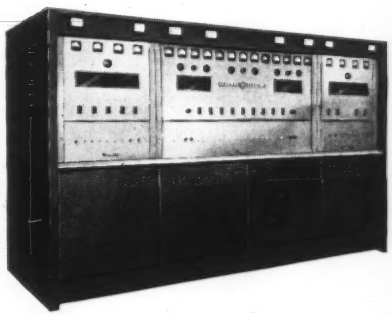


• Complete Color Film & Slide Facilities. *Ideally-integrated* units deliver versatile commercial & film programming.

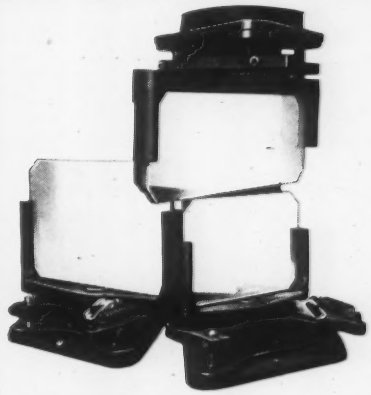


• The G-E Chromacoder for live local programs. Here is practical *economy* which *must* affect your color plans.

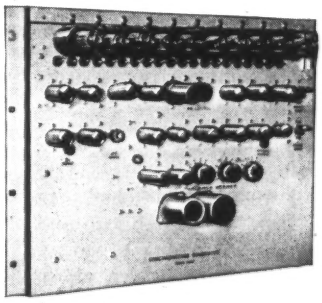
• G-E Studio Switching Combinations exactly fit your needs . . . from the smallest to the largest studio operation.



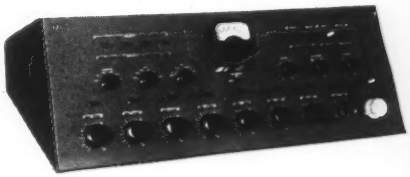
• G-E Transmitters answer all requirements . . . color or B&W. From 5 KW VHF to high power 45 KW UHF units.



• Famous G-E Mirror Changeovers. 2 or 3 mirror designs for B&W. More inputs . . . multiple adjustments. For vidicon . . . optical multiplexer types.



• G-E Sync-Generators literally set the pattern for proposed RETMA requirements . . . stamped *finest in the industry!*



• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

Remember

The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story first-hand. Have our representative make an in-person presentation of the new, economical *Pyramid Plan* for color TV. Or, write: *Section X294-6, General Electric Company, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

a 200 mile wide

habit!

for nearly 6 years, WMCT Memphis

was the only TV station
IN THE MID-SOUTH

The habit of tuning to WMCT during that long period is one that is firmly fixed today among 285,737 Mid-South TV homes.

And WMCT on preferred low band VHF Channel 5, operates on a maximum 100,000 watts power from its "topper" tower of 1,088 feet.

today, WMCT Memphis

is the only TV station
THAT EVERY TV HOME CAN GET IN THIS AREA

This means that WMCT delivers a better signal service . . . a clearer picture over a wider area than any other Memphis TV station from 100 to 135 mile radius.

THE ONE TV STATION THAT SELLS ALL OF THE MID-SOUTH

WMCT

MEMPHIS' First TV Station
NOW 100,000 WATTS
WMC — WMCF — WMCT

MEMPHIS • CHANNEL 5

Affiliated with NBC—Also affiliated with ABC and DUMONT

Owned and operated by The Commercial Appeal

National Representatives The Branham Co.

RICHARD LONG

on all accounts

DICK LONG is an avid believer in the importance of market research and media analysis for his clients.

A youthful veteran of Rockford, Ill., advertising circles, Mr. Long at 31 already has made his mark as a research specialist. He also knows his broadcast media from the research standpoint.

Mr. Long is an account executive at O'Leary Adv., one of the four top agencies in Rockford, which handles the accounts of WREX (TV) and WBEL Beloit, Wis. Now in its seventh year, the agency is still expanding, and Mr. Long has played a vital role in its growth.

Born in Bradford, Ill., near Peoria, on April 10, 1923, Richard Bertram Long moved to Rockford at the age of six, attending grammar school and St. Thomas High.

Then Mr. Long went to work—and started moving around. He took a job with the advertising department of the Rockford *Register Republic* and *Morning Star*. That same year, he joined the National Lock Co., becoming assistant advertising manager. After Pearl Harbor, Mr. Long enlisted in the U. S. Air Corps, serving at Sheppard Field in Texas and, later, March Field, California.

Returning to the business world, Mr. Long attended Northwestern U. and joined McCann-Erickson, Chicago, beginning a progression of jobs that took him through traffic, research, copy, publicity, media and time-space buying. He ultimately was assigned to client contact work.

McCann-Erickson persuaded him to drop his courses at Northwestern (he was majoring in English and psychology) and embark on a Four-Year Farm Study underwritten by Standard Oil Co. of Indiana.

In 1947 he returned to Rockford and went with Cummings, Brand & McPherson, handling work on industrial accounts. A year later, he moved to Hollingsworth & Collins (now E. R. Hollingsworth & Assoc.)

From 1950 to 1952, Mr. Long was advertising and merchandising director for Blue Star Foods, where his interest in radio and tv was developed. He started at O'Leary Adv. in January 1953.

Among accounts he services in addition to WREX and WBEL are Hansen clock, Allied Home Producer, American Wilbert Vault Corp. and Illinois Water Treatment Co.

Mr. Long married the former Alice Marie Carlin May 3, 1947. They have one child, Stephen, 4. He belongs to the Elks Club, Industrial Marketeers and Rockford Sales Executives Club. Hobbies: golf and gardening.

It's No Draw...in Omaha

There's no argument in Omaha over who gets the best spot to make a sales pitch.

KMTV gives you the biggest audience! According to the latest Pulse*, KMTV has 13 of the top 15 once-a-week shows, 7 of the top 10 multi-weekly shows, and a commanding popularity lead in all time periods.

KMTV gives you the widest coverage! An impartial survey (name and statistics on request) gives KMTV a 3-to-1 leadership ratio over all other TV stations in the area as the *one* station best-received and most-watched within a 100-mile radius of "booming" Omaha—one of the five most prosperous areas in the country.

KMTV gives you the biggest bargains! Take this typical example of two locally-produced, week-day homemaker shows: KMTV's "Your TV Home" has a half-hour rating of 7.5 according to the latest Pulse* and a one-minute participation cost of $50.00. The competing homemaker show has a half-hour rating of 6.2 and a one-time, one-minute participation cost of $75.50. It is obvious that KMTV delivers more viewers at a lower cost.

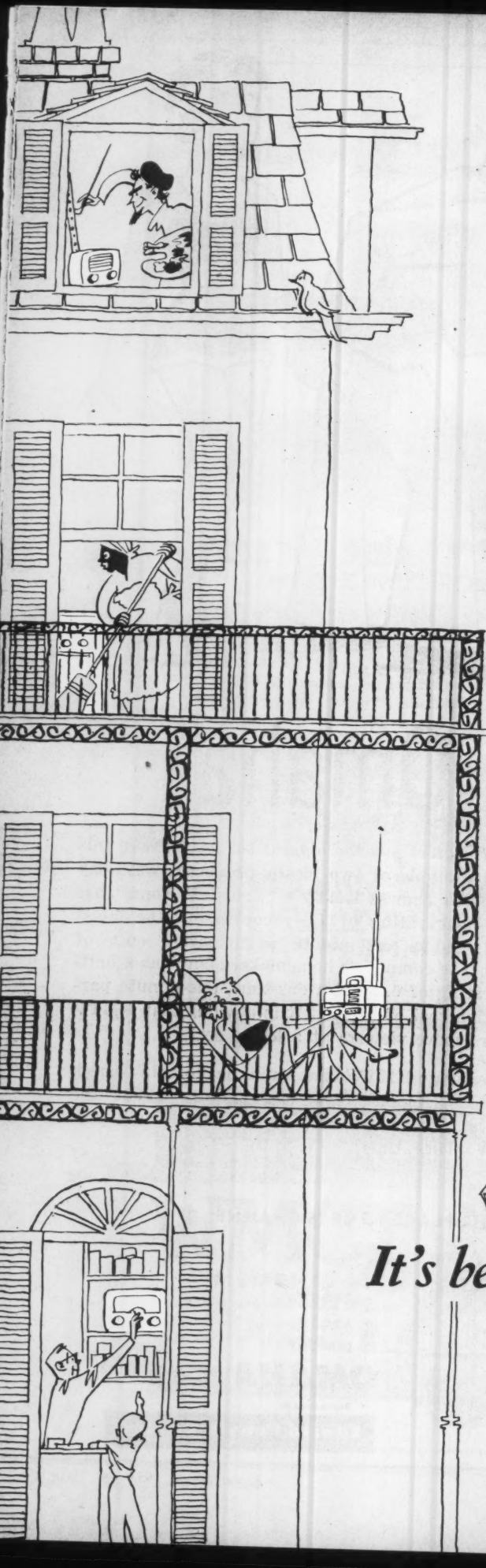
Investigate KMTV's popularity leadership—check its broad regional coverage—inquire about the times and low rates available . . . and you'll pick KMTV every time!

**Pulse—July 6-12*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

• CBS-TV
• ABC-TV
• DUMONT
OMAHA
• Represented by
Edward Petry & Co., Inc.



New Orleans has

746,000 PEOPLE
—Chamber of Commerce figures

11 RADIO STATIONS
—by actual count

—but only ONE

WWL

—according to the mostest of the listeners . . .

It's been that way for 32 years!

REPRESENTED BY THE KATZ AGENCY, INC.

BROADCASTING TELECASTING

September 6, 1954 Vol. 47, No. 10

NEW CBS-RCA RIVALRY FLARES IN LIVELY CHICAGO SESSIONS

In a week of important meetings in Chicago, Television Bureau of Advertising gets off ground and Quality Radio Group is formed. But affiliate meetings of CBS Radio and NBC-TV dominate the scene with eruptions of competitive challenges.

AN INTENSIFIED struggle for power between two giants of broadcasting-manufacturing—CBS and RCA—was brought into the open last week during history-making meetings in Chicago.

In all, five events of great significance to the industry took place, including the organizational meetings of Television Bureau of Advertising and of Quality Radio Group. But dominating all was the flare-up of new rivalry between CBS and RCA.

These are the five events, in thumbnail fashion:

• NBC-TV affiliates found their routine autumn planning session turned into a historic preview of what's to come in color tv and other electronic arts (*Detailed stories begin on page 30.*) plus the prediction by Brig. Gen. David Sarnoff, RCA-NBC board chairman, that network radio may eke out only "a poor existence." (*Full story page 78.*)

• CBS Radio affiliates, too, met for a routine session and found themselves inspired by Gen. Sarnoff's dim view of network radio. Their meeting turned into a vociferous pep rally for radio and the creation of a new custom—an affiliate meeting in which the stations pick up the check. A second meeting is planned next year, possibly in Colorado Springs. (*CBS stories begin on page 28.*)

• Television Bureau of Advertising Inc. got off the ground. It is now a going corporation and a committee will propose the name of a president within a few days. It will match radio's BAB as a tv sales promotion agency. (*See story page 34.*)

• Quality Radio Group Inc. plans to name Ward Quaal, WLW Cincinnati, as president. With 24 stations committed, it will soon start a co-op tape program service fed to its members, described as top outlets in their markets. (*See story page 34.*)

• CBS-Columbia unveiled a line of 205-square-inch color tv sets and a $135 black-and-white 17-inch tv set, right under the RCA-NBC nose, and heard its distributors stand up and cheer as they looked at the live and filmed color programs. (*See page 80.*)

Most dramatic phase of the week's developments was an unscheduled "Battle of the Century" between Gen. Sarnoff and Dr. Frank Stanton, CBS president.

Gen. Sarnoff, possibly stung by the appearance of large-size CBS-Columbia color receivers in the same hotel as the NBC-TV affiliates meeting, threw away his prepared speech last Tuesday and for over an hour held the NBC affiliate group spellbound while he laughed at what he termed petty achievements of a competitor and then unfolded a preview of tv in the next few years. He said there will be no tubes at all—not even a cathode tube—in approaching tv receivers. A cigar-box control with transistors will feed a big picture to a wall-mounted screen.

Color—economical, practical and widespread color—is coming faster than you think, Gen. Sarnoff said. He added it will involve so little extra cost that broadcasters won't want to be limited to monochrome.

RCA will unveil a new 21-inch tube and simplified color sets Sept. 15, he said, raising speculation that the price of the sets may come within mass reach in 1955. He said nobody is going to pre-empt RCA's equipment leadership.

Gen. Sarnoff commented at length on such topics as the Bricker probe, affiliate-network relations, editorializing and the penalties of scientific pioneers.

Dr. Stanton, too, spoke Thursday from notes. In his address to CBS Radio affiliates he failed to use the word "television" a single time, as well as his hearers could recall. Taking the cue from Gen. Sarnoff after hearing broadcaster versions "from the scene of the crime," as he indirectly labeled the general's attack on network radio, Dr. Stanton extolled radio's proud past, emphasized its present strength and then detailed what CBS Radio is doing for its affiliates. He flew to Chicago for the second visit in four days, having spoken Monday to CBS-Columbia distributors. He had testified in Washington Wednesday after being cross-examined before an FCC examiner in the St. Louis ch. 11 case.

The Sarnoff-Stanton battle produced some of the roughest intra-industry competition in years. The general said NBC is emerging from its first year of color telecasting as CBS starts its experimental year. He said color television has shifted from an era of fancy claims to an era of performance.

Dr. Stanton confined his talk to network radio and chided those who don't believe in the medium and try to wreck it. Enthusiasm of CBS Radio affiliates didn't appear to be quelled by the awareness of an approaching 20% discount in nighttime payments to stations as the result of a leveling of night-day charges. Dr. Stanton charted network radio's postwar growth and its audience potential.

The NBC-TV meeting drew an attendance of 120 registrants. CBS Radio attendance included roughly 150 affiliates. Thursday noon Dr. Stanton spoke to over 300.

A side skirmish centered around the network editorializing views of Gen. Sarnoff and CBS. The general said networks had the right to editorialize, but he felt it was a dangerous weapon and would tend to impose the network's position on affiliates as well as consume prime time in permitting opposition replies. CBS outlined its views after completing its first venture into editorializing, setting up a set of rules designed to make editorializing effective, impartial and informative (*see story page 29*).

Another side skirmish took place at the NBC-TV meeting when optional affiliates took up a plan to provide regional group selling of three major programs and the right to sell these programs, if unsold to a station, on a local co-op basis.

The week in Chicago was marked, and marred, by in-fighting and rabbit punching, but most NBC-TV and CBS Radio affiliates felt they had profited by their convention experiences.

SARNOFF ON RADIO'S FUTURE

IN HIS hour-and-a-half speech to NBC-TV affiliates last week, Brig. Gen. David Sarnoff spoke candidly and at length on several major subjects, but the biggest reaction was aroused by his comments on the future of network radio. Gen. Sarnoff's talk is reported in detail beginning on page 78, but here are some of his radio remarks that provoked the most discussion afterward:

"I think I need not dwell upon the fact that if you were today making your will, and you had to decide on securities that you would select for your wife and children for their sustenance and future after you are gone, that you are not likely to make that investment today in a radio network. . . ."

". . . If radio networks should cease to exist, I believe you would find that the importance of a radio network, as an instrument of national service and national defense, would compel such a service to continue in one form or another. To be able to make instantaneous contact with all of the people of the country, wherever they may be, in millions of automobiles or elsewhere—in times of national emergency or national disaster—is an instrument of national defense . . ."

"I don't say that radio networks must die. Every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues. It may yet be possible to eke out a poor existence for radio networks, but I don't know. . ."

STANTON PEP TALK CHEERS CBS RADIO AFFILIATES RALLY

Stanton's optimism for CBS Radio contrasts with Sarnoff's fears for network radio. Radio affiliates exude enthusiasm as CBS Radio executives tell how the network stacks up against competitors.

CBS Radio affiliates, provided with a ready-made battle cry by the bearish radio appraisals at the earlier NBC-TV affiliates meeting, held a pre-autumn Wednesday-Thursday rally at the Edgewater Beach Hotel, Chicago.

Sounding the theme that CBS Radio is on the way upward, and is far ahead of its nearest network competitor, network executives laid their fall program-promotion plans before affiliates (see story).

Their meeting was capped by CBS President Frank Stanton's reply to RCA-NBC Board Chairman David Sarnoff's fears for network radio's future. (See Sarnoff story page 78.) Dr. Stanton used a set of quick facts to show how CBS Radio lines up against other networks, and then uncorked his answer this way:

DR. STANTON

"The industry should do a lot more to strengthen radio's position. You must believe in it—CBS always has. If others don't believe in radio, let them make way for people who do and not undercut the vitality of this magnificent medium."

He wound up his address to the affiliates with this reassurance:

"I pledge you are in a healthy family. Take a look at the record, and at the turnout in this room. CBS Radio is in a family that's healthy and going places on all fronts."

No network or affiliate executive had anticipated such a large attendance at the meeting nor had they any indication that affiliates would exude so much enthusiasm.

Meeting attendance was about 100%. Few controversies developed aside from normal discussion on such topics as co-op policies, editorializing, football roundups and networking routine. Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, outlined the network's editorializing position to the affiliates (see story page 29).

Succeeding Kenyon Brown, KWFT Wichita Falls, Tex., as chairman of the CBS affiliates group is John F. Patt, veteran Midwest broadcaster and president of WJR Detroit. Also elected was Arnold F. Schoen Jr., WPRO Providence, R. I., who becomes secretary-treasurer succeeding Hulbert Taft, WKRC Cincinnati. Mr. Brown was given an ovation for his work during the past year, and by unanimous ballot the affiliates favored an annual session with the network following the same pattern.

The common zest of CBS Radio and the affiliate group first burst out at a Wednesday evening news conference in which President Adrian Murphy and retiring Chairman Brown told how the network and affiliates were teaming up to give network radio a new lease on life rather than bury it in the manner of its chief competitive network.

President Murphy summed it up this way: "Business is good for fall. Daytime is solid, nighttime well sold and future prospects promising, depending on how strips sell." Then he added, "The year 1955 might well reverse the trend of network radio."

Tempering enthusiasm, of course, was the frank explanation that a 20% night rate cut might soon go into effect. This cut, bringing the rate down to the day level, was approved by the affiliates last spring, Mr. Brown said.

Mr. Brown tackled the radio-network "obituary talk" head-on by saying CBS Radio affiliates take a diametrically opposite view from Gen. Sarnoff.

"We feel network radio has been through tough times but is now on the upgrade," he said. "We can do business with a salable structure. The situation is improving.

"CBS Radio has a great story—a story that's never really been properly told, including the auto radio audience. It's a story that television can't tell. Affiliates are impressed by the fall network programming. This year offers a much brighter picture. CBS Radio affiliates have discussed nothing but radio at the meeting whereas NBC-TV affiliates heard radio belittled.

"CBS is completely interested in radio and is doing a hard selling job—harder than many affiliates, and many of us have both radio and television. We find no evidence of the fear Gen. Sarnoff is said to have voiced. Our affiliate group has no subsidy from CBS. The network has gone along with many of the things we have asked and a better affiliate-network understanding has developed."

Messrs. Murphy and Brown agreed confidence and cooperation is at a peak, with 150 stations represented by over 250 delegates. This is the largest attendance in history, they reminded, adding that much of it is ownership interest. This was described as impressive because the gathering had not been billed as a feud or special meeting but merely as a discussion of fall plans and problems.

THREESOME at the CBS Radio meeting includes (l to r) Adrian Murphy, CBS Radio president; Lee Wailes, Storer Broadcasting Co., and Jim Woodruff, WRBL Columbus, Ga.

The CBS Radio-affiliate answer to Gen. Sarnoff is "Confidence in Radio," Mr. Murphy said. Mr. Brown added that an affiliate-network study group is looking into the economics of network radio.

"When I got into radio a couple of years ago I wondered if I was being sent to Siberia," Mr. Murphy said. "But radio has not died. It has more than held its own. It is a constant thrill to work with our affiliates."

Mr. Brown suggested "Perhaps Gen. Sarnoff is annoyed by the large share of CBS Radio affiliates that are now first in their markets."

MR. BROWN

Asked about the Quality Group's plan, Mr. Murphy said it appeared to combine programming and some of the top stations in many markets—including affiliates of all networks. "If it is another way to sell —fine," he said. "Then they can do a better local promotion and selling job, and this will be reflected in the position of our affiliate stations. If they can sell their stations, more power to them. Most CBS affiliates don't care for it."

Mr. Brown said strong CBS Radio programming made it easy to sell adjacencies.

Called to the phone during the news conference, Mr. Murphy returned with the announcement he had just told NARTB President Harold E. Fellows that CBS Radio is rejoining the industry trade association after several years' absence.

"We feel the broadcasters' association is doing a good job for the industry and we have decided to help carry our share," Mr. Murphy said. He said the affiliation is effective as of that day (Sept. 1). CBS Television is a member of NARTB's television unit, with Merle Jones sitting for the network on the Tv Board.

Mr. Brown, an association board member, added, "We are very happy to have CBS Radio back in the association."

The network had resigned from NARTB on the occasion of statements in an interview with the association's then top management in which color tv was described as being possibly a decade away.

George Bristol, CBS Radio director of sales promotion and advertising, said for the second time in the network's history it is going into cooperative newspaper advertising with stations on a 50-50 basis, budgeting a bigger sum than before.

Sales promotion tools for the season, he said, include a new program promotion campaign with its co-op advertising; new sales promotion film ("Tune In Tomorrow"); new ARF radio census and new Nielsen auto-listening measurement service.

Another note of confidence was sounded by John Karol, CBS Radio sales vice president, when he said the network and affiliates have "the single objective of preserving and promoting the strength of radio as advertising's greatest medium." He said all can agree on the need for a better and stronger radio medium

WOMEN, TOO, took part in the CBS Radio Affiliates meeting in Chicago (l to r): Montez Tjaden, KOMA Oklahoma City; Mickey McClung, KHSL Sacramento, Calif.; Evelyn Clark, KCBS San Francisco; Jane Dalton, WSPA Spartanburg, S. C., and Mrs. John Boler, KSJB Jamestown, N. D.

REGISTERING Wednesday for the CBS Radio sessions were (l to r) Bill Miller, WBBM Chicago; C. W. Doebler, WBBM Chicago; Stuart Watson, WKOW Madison, Wis.; Clyde Rembert, KRLD Dallas; L. S. Mitchell, WDAE Tampa, Fla.; Cecil Hoskins, WWNC, Asheville, N. C. (registering), and W. H. Summerville, WWL New Orleans.

although some may feel there is conflict between network and local-national spot.

Mr. Karol said all must work harder "to win our share of the advertising dollar." While radio is the only medium to suffer a decline in the past few years, according to Mr. Karol, he cited figures showing 1953 was better than 1952, with the network decline being offset approximately by the increase in spot radio. He noted that tv shows the greatest gains.

Looking into the future, he said the color-monochrome tv pattern will be important in the media picture, with magazines suffering. Increase in auto radios, with billboards disappearing from superhighways, will be a factor and suburban newspapers will compete with metropolitan dailies, he said.

As to radio, he said it "will become a more important medium, due to its combination of size, frequency, audience accumulation, low cost and the potency of spoken advertising. It will be the major medium for many advertisers and it will be the complement of television for the largest advertisers.

Some of the network's best advertisers are shifting from radio to tv, he said, but other top advertisers are turning to network radio. He called for strong selling and better sales ammunition, citing the new CBS promotion film as an aid. The selling season now covers the whole year, he explained, with few advertisers making long-term commitments for network radio. He made a plea for unity between network and affiliates.

Mickelson Outlines CBS Editorial Stand

CBS has adopted policy rules governing network editorializing, Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, told B•T Thursday as the network prepared to broadcast the opposition portion of its first venture in editorials. The network has no idea when the next editorial will appear, he said.

Network editorials are the result of a top policy decision, he said, based on careful research and analysis as well as careful writing. "No editorial will be undertaken until CBS has invited an outstanding opposition spokesman and stations have been notified of all the facts," he said. "These facts include: subject and description of contents; exact time of broadcast; name of speaker; plans for opposition spokesman; time to be given the opposition spokesman."

If no spokesman has been picked at the time the broadcast originates, Mr. Mickelson said, CBS will specify the time of reply and hold the time available.

"It will be management policy not to speak out except when the issue is of sufficient importance to broadcasters and public to warrant action and we have time to analyze as well as make certain we are justified in taking the action," he said.

STANTON STANDS BEHIND RADIO

CBS president defends the aural medium, cites figures to prove it healthy and growing.

CBS PRESIDENT Frank Stanton took up the network radio diet-of-"nibbles" theme of Brig. Gen. David Sarnoff, RCA-NBC board chairman, sounded earlier last week, in topping off the two-day Chicago meeting of CBS Radio affiliates (main affiliate story page 28; Sarnoff story page 78).

Dr. Stanton lined up several rows of what he termed indisputable facts to show that radio is healthy and growing, and to show CBS Radio's "top position" in the radio network field.

Several hundred affiliates, with their wives and guests, listened Thursday noon as he started off with this reference to the NBC-TV affiliates meeting and Gen. Sarnoff's radio views:

"Someone else had something to say on the same subject." With this reference to "the scene of the crime" he reaffirmed the network's belief in radio's worth to the public and to advertisers.

He proceeded to analyze three sets "of hard postwar facts"—dollars spent on radio advertising; where the advertiser puts his dollars and set ownership Advertisers spent $454 million in radio in 1946 compared to $650 million in 1953, up 43%, he said.

Set ownership has risen from 58 million in 1946 to 110 million in 1953, up 90%; 12,900,000 radio sets were sold in 1953.

"Radio is a very, very vital business," he observed.

The number of stations increased from 1,215 in June 1946 to 2,584 in 1953, up 111%.

"You can't quarrel with these facts," he said.

Comparing the 1951-53 period with the pre-television years of 1946-48, he said dollars spent in radio are up 21%, station income up 43% and the number of sets up 154%.

As to CBS-Radio's competitive position, he said its billings in 1946 were 10% behind its leading competitor; in 1953 they were 38% ahead; in 1954 (Jan.-July) they are 62% ahead.

Taking up program popularity, he said that in the regular season during the last three years CBS Radio had the equivalent of 8.7 of the top 10 nighttime programs and 9.7 of the top 10 daytime programs.

Dr. Stanton praised the imagination and courage of CBS Chairman William S. Paley, recalling his May address to the NARTB convention. He lauded CBS Radio President Adrian Murphy and other executives as he recalled how radio and tv network direction had been separated in 1951. Two years before the split, he said, CBS Radio was running 7% ahead of its nearest competitor. Two years after the split, he said, it was 31% ahead.

Calling on affiliates to support and believe in radio, he warned others who don't believe in it to step aside and not undercut the vitality of "this magnificent medium."

"Sure we have problems," he said, "but we have fewer problems than some others." He explained the radio network gets top attention

at CBS, including program promotion as well as programs, in the fight to maintain leadership. He noted that the presidents of the radio and tv divisions sit on the top board of CBS Inc.

"Our record shows ingenuity in meeting competition," he said, recalling how the phonograph record business fell off from 1927 to 1932. Everything went down except radio, he added. Today the record business is "very healthy," he said, rising from $16 million retail sales in 1937 to $250 million in 1953.

"Some record firms got the hell out of the record business because of radio," he said, "just the same as some radio firms got the hell out of the radio business because of television."

Among elements in the record industry cited by Dr. Stanton were the swing from 78 rpm shellac to 33 rpm vinylite discs; emphasis on albums instead of single records; colored packaging; addition of retail outlets, including even super-markets.

Magazines and newspapers can print fewer pages when sales fall off, Dr. Stanton said, but CBS Radio President Murphy "not only loses the revenue but has to reach in his other pocket to fill the time."

The only way to good sales is good programming, he said, advocating a break in the stereotyped approach to sales problems and adoption of new sales techniques.

GOTTLIEB UNFOLDS CBS FALL PLANS

"RADIO is the world's most flexible and fluid advertising medium, but it cannot stand still or rest on its well-earned laurels."

With these views as his keynote, Lester Gottlieb, vice president in charge of network programs for CBS Radio last Wednesday unfolded the network's fall programming plans, which were bolstered throughout the affiliates meeting at the Edgewater Beach Hotel with expressions of confidence in the future of the aural broadcast medium.

"Our program budget is higher today than ever before," Mr. Gottlieb told affiliates as he reviewed fall programming plans. He said that the pattern of across-the-board strips of stories and personalities in daytime hours "should even be more advantageous at night, when sponsors can reach the daytime audience, plus some 60 million others among the nation's working men, its 18 million working women, its students, daytime shoppers and travelers."

Noting that across-the-board early evening strips have "always been an anchor of network radio," Mr. Gottlieb recounted how CBS Radio decided to put Freeman Gosden and Charles Correll (Amos 'n' Andy) on the same basis once again. Their *Music Hall* series debuts Sept. 13 at 9:30 p.m. as one of the legs of CBS Radio's fall schedule.

Surrounding this 25-minute program will be *Perry Como* (Mon.-Wed.-Fri.) at 9 p.m. sponsored by Liggett & Myers., *Mr. & Mrs. North* (Mon.-Fri.) at 9:15., five minutes of news at 9:55 and *Mr. Keen* at 10-10:15 p.m. CBS Radio also has high hopes for the new *Tennessee Ernie* show as a strip across the board at 7-7:30 p.m. Still other personalities are Robert Q. Lewis and Peter Lind Hayes.

CBS Radio also plans other "significant" changes involving Tuesday night and Sunday afternoon. Noting NBC's solid commercial lineup for Tuesday evening, Mr. Gottlieb felt the new version of *Stop the Music* might provide favorable competition. On Sundays, after the New York Philharmonic concerts, the network plans to refurbish its summertime *On a Sunday Afternoon* aimed at automobile radio listeners, with continued stress on National Safety Council caution messages.

Mr. Gottlieb promised the network would use its good-sized program budget "to give our radio audience the best shows we can and maintain that restless energy to make it better and better." Radio's attraction for people with varied interests, he continued, "when blended into a local station's own community coverage, make the big difference between just a radio station and a transmitter, and a radio station with a point of view."

Mr. Gottlieb reminded affiliates that CBS Radio's success in bringing into its fold such established personalities as Arthur Godfrey and Art Linkletter, along with others like Jack Benny, Edgar Bergen and Bing Crosby, "gave our network an immediate leadership that has yet to be headed. And despite tv's obvious inroads these are programs that still do attract a substantial majority of the nation's radio listeners."

At a news conference later Wednesday, CBS Radio's newest efforts were described by CBS Radio President Adrian Murphy as conforming to a "wholly new concept of nighttime programming." In this regard, he observed, the picture is "much better and brighter this year."

Both Mr. Murphy and Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the CBS Radio affiliates group, concurred in the conviction that, once affiliates were apprised of the problems involved, they were "desirous" of retaining CBS Radio's "strong programming lineup and strong adjacencies." Such adjacencies, around programs like *Amos 'n' Andy*, are relatively easy to sell, it was emphasized.

Mr. Murphy stressed, too, that CBS Radio's combined programming-sales picture for fall is especially good on Sunday, Monday and Tuesday evenings.

CBS AFFILIATES VOTE CONFIDENCE

CBS RADIO Affiliates gave a vote of confidence to CBS management and the future of network radio as the last official act of the Chicago meeting last week. Text of the resolution follows:

WHEREAS, CBS Radio Affiliates have been in session at a special meeting at the Edgewater Beach Hotel, Chicago, Sept. 1 and 2; and

WHEREAS, such meeting was jointly sponsored by the board of directors of CBS Radio Affiliates and the CBS Radio Network as a new aspect of affiliate and network expression of common interest and cooperation; and,

WHEREAS, CBS Radio management has presented program and sales plans for 1954-55 which again demonstrate aggressiveness in maintaining the dominant position of CBS Radio as America's leading network; and has presented research and promotion plans which will be of value to each affiliate and to radio broadcasting in general,

Now, therefore, be it resolved

That CBS Radio Affiliates, assembled this date, express appreciation to the board of directors and to network management for arranging this convention, and

Be it further resolved that this resolution serve as a reaffirmation of confidence by its affiliates in CBS Radio management and in the continuing vitality, importance and effectiveness of network radio as a national advertising medium in the competitive framework of America's free enterprise system.

Sept. 2, 1954.

TOP FALL SEASON IS IN VIEW FOR NBC-TV BASIC AFFILIATES

Plight of optional affiliates draws multiple solutions during Chicago meeting. Color tv is coming faster than expected by many forecasters and station costs for network color will not be excessive, the delegates hear. Problems aired in two-day session.

NBC TELEVISION affiliates, especially basic stations, approach the fall season, after a two-day meeting in Chicago, convinced that:

- Network business is fine, for basic stations, as a result of a nighttime sellout for fall and good daytime prospects.
- Business will get better.
- Color is coming faster, much faster, than most forecasts had indicated, and station costs for network color will not be excessive.
- Many optional stations face formidable problems.
- Network radio's future is gloomy, if Brig. Gen. David Sarnoff's appraisal as RCA-NBC chairman is accepted (see page 78).

Much of the Tuesday-Wednesday session was spent airing affiliate problems, with network executives taking them up one by one, and in network reviews of business, promotion and program plans for the fall-winter season (story page 32).

The plight of optional stations, whose regional and local facilities are by-passed by many major tv advertisers, was considered at length. NBC and affiliates have been working for weeks on this problem and they talked over a three-way experimental plan designed to increase the volume of network programming and sales on optional affiliates.

Stations have a fortnight in which to decide if they will accept an option plan that:

(a) Gives stations not ordered for three specified programs a chance to run them and insert local co-op advertising.

(b) Sets up a sales unit to sell optional stations by selected groups.

(c) Gives network salesmen new research and market material to induce NBC clients to buy more stations.

(d) Provides a discount plan to help carry out the project.

This discount arrangement stirred some affiliate opposition as optional stations argued it is sheer rate-cutting. Some of the optionals were openly antagonistic. Others were unhappy, but wondered what to do about it. Still others said they planned to go along and thought it was a fine idea.

Large numbers of optionals agreed that the network and a small committee of affiliates had done an excellent job in bringing up this solution to their critical problem.

Some of the affiliate delegates seemed convinced that the transition to color will come at

CHICAGO NBC-TV quintet (l to r): Paul A. Loyet, WHO-TV Des Moines; George Frey, NBC; Harold Essex, WSJS-TV Winston-Salem, N. C.; Stanley H. Durwood, KEDD (TV) Wichita, and C. B. Akers, WEEK-TV Peoria, Ill.

CORRIDOR GROUP (l to r): Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; T. K. Barton, KARK-TV Little Rock, Ark.; Irving Waugh, WSM-TV Nashville; Tom Knode, NBC; Tom Barnes, WDAY-TV Fargo, N. D., and James H. Moore, WSLS-TV Roanoke, Va.

rocket speed, certainly sooner than they had figured only a few months ago.

Many of them wandered down the corridor of the Drake Hotel to take a look at the new CBS-Columbia color receivers, being shown to distributors. What they saw convinced some that manufacturers will be able to turn out sets on a production basis, and do it this winter.

Many, too, revised upward their opinion of the quality of color pictures the public will see.

The price of new color sets is high—$950-$1,100 in the CBS-Columbia line—but they figured it would come down before another six months. Some wondered if RCA would be tempted to take the lead in pricing when it shows new 21-inch sets Sept. 15. All agreed the price must come down near the $500 range before a mass market will develop. (See CBS-Columbia Sets story page 80.)

Gen. Sarnoff himself convinced affiliates the price will be in that range, perhaps quite a bit lower, in the not too distant future.

The cost of color caused considerable discussion. Here Gen. Sarnoff set the pace when he said nearly all television may be in color soon, with the increased cost so slight that stations won't be justified in broadcasting monochrome only.

The affiliates, in turn, were convinced their transmission costs won't be heavy in carrying network or film color. The basic issue, of course, was what to do about rates. An informal poll indicated strong sentiment against charging premium rates for color time. The technical costs, from a network program standpoint, aren't too heavy for the affiliates when equipment costs are spread over several years.

Stations showed interest in station color rates based on this type of formula: no premium charge for color time; if card rate for time is to be increased, this should not be ascribed to color; additional color expense should be incorporated in production-talent-studio charges.

In the gripe-airing discussions at the two-day meetings, optional stations asked such questions as these—Why such a small list of stations on some schedules? Isn't the four-week plan with "spectaculars" rough on optionals? Why can't optionals find out sooner if they are to be included? Isn't the new three-way network optional plan a rate-cutting deal?

All questions brought direct answers from network officials, with stations showing mixed reactions depending on their own problems.

The option stations readily agreed among themselves that there is too much unsold option time but many left the meeting with the belief NBC-TV will make a serious effort to do something about it.

Heading the NBC-TV executive contingent was Gen. Sarnoff. Flanking him were Sylvester L. Weaver, NBC president; Robert W. Sarnoff, executive vice president, and station relations, sales, program and other top officials.

Walter J. Damm, WTMJ-TV Milwaukee, presided at the meeting as chairman of the NBC Television Affiliates Committee. Heading the Optional Affiliates Subcommittee were Fred Mueller, WEEK-TV Peoria, Ill., chairman; David Baltimore, WBRE-TV Wilkes-Barre, Pa., and James H. Moore, WSLS-TV Roanoke, Va., secretary-treasurer.

In introducing Gen. Sarnoff at the opening luncheon, Mr. Damm praised the network for making good its promises to affiliates following a May 1953 meeting at which troubled stations had complained vigorously about their relations with the network. He conveyed confidence of the affiliates in Gen. Sarnoff, his leadership and "the future of NBC's leadership in television." He said Mr. Weaver had revitalized the organization with the aid of Robert Sarnoff.

He mentioned such programs as *Today* and *Home* and reminded that the network is sold-out for fall in the evening while the daytime problems are being solved. He said NBC color "is so far ahead that there isn't even a close second in sight." He noted that the color "spectaculars" were sold out—$14 million worth—months ago.

Tribute to Sarnoff

He closed with a ringing tribute to Gen. Sarnoff for achievements that "laid the early foundations for the whole business of broadcasting."

At the concluding NBC-TV session Wednesday afternoon the affiliates told NBC they have accepted an announcement-white space exchange with Curtis Pub. Co. on a six-month basis. A flat-rate proposal for a major schedule of General Electric Co. spots was rejected, it was indicated.

The three-way plan to aid optional stations was developed at an Aug. 13 meeting of Messrs. Mueller and Baltimore with the network. The subcommittee at that time endorsed an NBC proposal that grew out of a network working group named by Mr. Weaver last April.

Three programs are offered unordered optional affiliates under the plan, beginning in early October. They are *Home*, *Howdy Doody* and *Imogene Coca*. The three are to be fed participating optionals on the interconnected network without increase in NBC's line costs. Kinescopes will be offered unordered stations in the case of *Howdy Doody* and *Imogene Coca* for the standard NBC sustaining kine charge. It is specified the affiliates must be serving an area where the program is not received from another NBC-TV outlet ordered by the advertiser. Cueing arrangements are being made.

Unordered optionals will fill commercial time with NBC or local promotional material, the proposal provides. What interested the optionals most in this plan was the right to sell commercial positions locally to advertisers other than those using the program on a network basis—with product protection to the network advertiser.

The station will pay a co-op fee to NBC-TV for each announcement sold locally. Co-op spots on *Home* will be subject to recapture on 28 days notice. On *Howdy Doody* and *Imogene Coca*, stations will be protected from network recapture for 13-week cycles, with 28 days recapture notice before the end of a cycle.

The network is conducting a special drive to sell optional stations to network advertisers sponsoring the programs before the plan becomes effective.

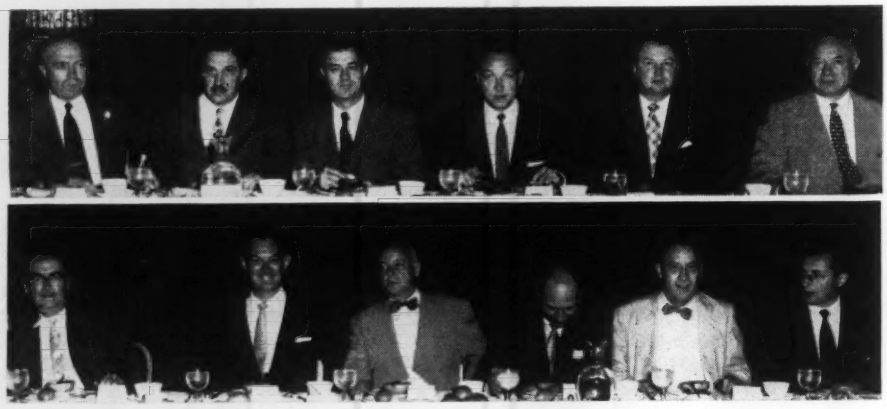
The group rate plan for sale of options, described as voluntary, "seeks progressively to expand commercial lineups by sales emphasis on those unordered stations of particular value to particular accounts." Regional groups of five to eight stations are to be offered advertisers.

The group rate averages out about 20% lower than the total of the stations' individual rates, a feature some critics of the plan did not like. Another rate angle also stirred discussion —two hours of time sold would be treated as one hour in compensating stations. In the case of orders of an individual station in a group, this station would get its normal pay.

These advantages were cited for optionals not now attracting substantial network business: cost-per-thousand for advertisers compares favorably with those of stations enjoying substantial network business; groups are small and distinctively regional, designed to attract clients interested in particular areas who find the addition of a number of small-market stations too costly in relation to circulation gained.

The station is described as having a better chance to get more network programs, which some optionals are said to desire more than the network revenue at this stage of development. An increase in network business on such stations could more than make up for the cut in compensation under business sold; the reduced group rate "would not devalue the station as an individual buy" because it is based on the "wholesale principle."

Stations participating in the group rate plan would have to give six months notice before withdrawing. The network will decide, on the basis of returns received Sept. 15, if enough stations wish to participate to justify going ahead with the project. If it goes ahead, final specifications on grouping and rates will be prepared.



HEAD-TABLE at NBC-TV's Chicago luncheon. Above (l to r): E. R. Vadeboncoeur, WSYR-TV Syracuse, N. Y.; Harold P. See, KRON-TV San Francisco; Jack Harris, KPRC-TV Houston; Robert W. Sarnoff, NBC executive vice president; Clair R. McCollough, Steinman Stations, and Brig. Gen. David Sarnoff, RCA-NBC board chairman. Below (l to r): Walter J. Damm, WTMJ-TV Milwaukee, affiliates chairman; Sylvester L. Weaver Jr., NBC president; William Fay, WHAM-TV Rochester; Fred Mueller, WEEK-TV Peoria, Ill.; James H. Moore, WSLS-TV Roanoke, Va., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

NBC-TV FALL COLOR PREVIEWED

Plans for 'comprehensive nationwide color tv network' and series of 'spectaculars' unfolded at Chicago affiliates meeting.

FAR-REACHING plans for its fall programming lineup and series of color "spectaculars," along with a promise for creation of "the most comprehensive nationwide color television network," were laid before NBC-TV affiliates in Chicago last week by NBC President Sylvester L. (Pat) Weaver Jr. and others in the network's top echelon.

NBC plans to launch 37 new shows, including daytimers, described as "the greatest number ever introduced by any network for a new season."

In a series of presentations to affiliates at the Drake Hotel Tuesday, NBC's top executives promised "continued tv leadership" in the fields of programming, sales and color television in its battle with CBS-TV for network tv dominance.

Highlights of NBC-TV activity, detailed by Mr. Weaver and NBC Executive Vice President Robert W. Sarnoff, among others, were these:

- Promise that a total of 82 NBC-TV affiliates will be equipped to transmit network color programs by year-end, with 87% of American tv families in the range of that network's color service.
- Plans for three series of 90-minute "spectaculars," coast to coast, giving NBC 49½ hours of color shows this fall.
- Plans for the "complete sellout" of NBC's fall evening schedule, with at least one color program each evening of the week.
- Review of NBC's expanded participating programs lineup (*Tonight*, *Home* and *Today*), with the claim the network has "attracted to television more advertisers, big and little, than any other network."
- Projected exploration of means of bringing operas, plays and other works to television on a broadcaster scale; for development of plans to offer prize and first performance presentations of new operas, symphonies and concertos in both radio and tv, and for financing initial performances of new works of art in certain fields.

Reviewing the network's plans and accomplishments, Mr. Weaver cited three basic tenets underlying its overall planning—policies involving advertising, circulation and public service programming.

He told affiliates that "our advertising policies are to build a pattern of uses in national television that will range from five-second identifications to all night explosions, from 365 day continuity to once-a-year spectaculars and all other uses in all the different patterns—so that every advertiser can find what he needs available to him through NBC."

As to circulation, the NBC president asserted that NBC policies are to "so program that every segment of our population—no matter what ethnic, racial, cultural, age level or other grouping that may be—will find attractive, interesting and entertaining programs of interest to him or her."

Mr. Weaver declared that NBC's intention is to provide this broad audience with "enlightening, and enriching, and inspiring and informing, as well as entertaining, fare required to meet the critical problems which our world faces."

NBC's planned enlargement of its public service operations will take the form of "new repertoire" and the development of new writers and artists.

Robert Sarnoff exuded the confidence of his famous father when he told affiliates there could be no doubt that color tv will be the major broadcast medium of the future. He singled out the know-how and experience NBC had gained from its "color introductory year." With that period over, he noted, NBC is prepared to put color operations to work on behalf of the network's advertisers, affiliates and audience.

Mr. Sarnoff reported that NBC will be equipped, color production-wise, to handle 60 hours of color programming each month, covering all types of shows by the start of 1955. NBC also plans to televise a two-hour color showing of "Macbeth," in addition to various "major film shows."

These facilities comprise the Colonial Theatre and Studio 3F (which has been doubled in size) in New York and, within a few weeks, a former Warner Bros. studio in Brooklyn, site for the projected "spectaculars." By Jan. 1, additionally, NBC will be able to utilize its new $3.5 million West Coast color studio in Burbank, Calif.

Sales activities and NBC's new nighttime program schedule were reviewed respectively by George E. Frey, vice president in charge of tv network sales, and Thomas A. McAvity, vice president in charge of tv programs.

NBC is concentrating right now, saleswise, on the daytime schedule, Mr. Frey reported, noting the gain of $7 million worth of time gross billings covering 14 quarter-hour segments in recent weeks. He added that NBC will average 88 stations (19 more than last year) for its evening program lineups this fall.

Mr. McAvity expressed conviction that the 1954-55 schedule "will give NBC domination in all the rating services and that this will be the biggest year in NBC history from the standpoint of overall program strength."

Citing the two Max Liebman and one Leland Hayward spectaculars, Mr. McAvity also listed NBC's other new attractions, including Sid Caesar and *The Medic* on Monday evenings; 10 programs with Martha Raye, in addition to those with Bob Hope and Milton Berle, and *It's a Great Life* on Tuesdays; *Big Town* on Wednesday; *Lux Video Theatre* on Thursday; Red Buttons and Jack Carson on Friday; Mickey Rooney, Imogene Coca, Claudette Colbert, Jimmy Durante, Donald O'Connor and George Gobel on Saturdays, and *People Are Funny* and Robert Cummings on Sunday.

Report on NBC's new Participating Programs Div. was presented by Richard A. R. Pinkham, its director.

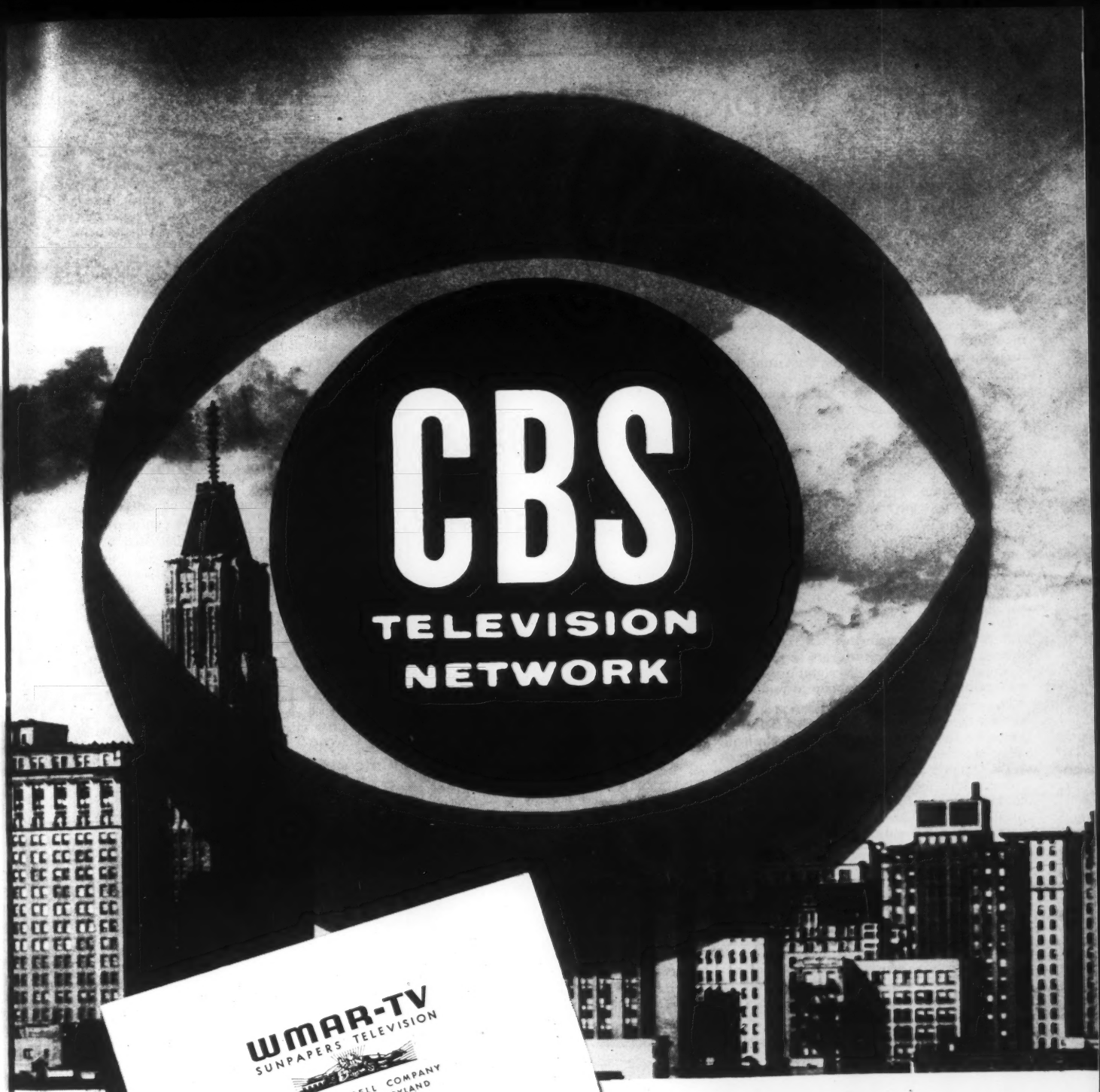
"We concentrate on smaller advertisers (those with advertising budgets a year or less) because we can dazzle them with consumer impact and marketing prestige of a big-time television show together with the personal salesmanship of a great star who can be merchandised," he told affiliates. He observed that many national advertisers also are coming into such programs as *Today*, *Home* and *Tonight*. Already 75 of the smaller firms have bought participations on the established *Today* and *Home* shows.

Jacob A. Evans, director of national advertising and promotion for NBC, reported plans for the "greatest audience promotion campaign" in the network's history. He said that the major stress will be laid on the color spectaculars, of course, but *Tonight* will be the subject of the biggest overall promotional explosion on the sales front, with full-page ads in New York and Chicago papers and trade press space.

Syd Eiges, NBC vice president for press and publicity, reviewed the network's plans for the fall publicity drive.

NBC Calls to RCA?

SPECULATION abounded last week that NBC shortly would seek to establish a closer public association with RCA by changing the calls of its New York and Los Angeles stations to incorporate the initials of the parent company. Although officials declined comment, it was felt—largely because of the recent emphasis in network identifications upon NBC as being "A Service of RCA"—that NBC would ask FCC to change the call letters of WNBC and WNBT (TV) New York to WRCA and WRCA-TV, and of KNBH (TV) Los Angeles to KRCA. None of the "RCA" calls is currently in use.



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QUALITY RADIO GROUP SETS TAPE PROGRAM PLANS

QRG files incorporation papers in Delaware and starts with commitments from 24 stations and promise of other 'substantial additions' soon. Aggressive nighttime radio sales push set.

A COOPERATIVE tape programming project, enlisting the participation of more than a score of leading "power" stations and designed to sell aggressively nighttime radio on a national basis to national advertisers, got off the ground last week.

Quality Radio Group Inc. got underway officially Friday, with the filing of incorporation papers in Delaware, after an organizational steering committee met the day before in Chicago to clear the field of procedural matters.

The new organization, bolstered with firm commitments from 24 stations and the promise of other "substantial additions" in the next fortnight, hopes to begin operation by Oct. 1 in time to "take advantage of fall business."

Ward Quaal, Crosley Broadcasting Corp., who has been handling legal and financial activities, will head QRG Inc. as president, his election by the board of directors being conceded *fait accompli* "soon," once it convenes at a time and place yet to be determined.

The project, two years in the making and with discussions conducted in comparative secrecy, is seen by its organizers as the answer to so-called deficiencies in nighttime network radio selling and a definite boon to radio.

The organizing or steering committee, meeting at Chicago's Palmer House last Thursday, comprised John H. DeWitt Jr., WSM Nashville, acting chairman, working with Frank Fogarty, WOW Omaha, as acting vice chairman; Ralph Evans and William Wagner, WHO Des Moines, the latter secretary-treasurer, as well as Mr. Quaal. Mr. DeWitt will serve as temporary chairman of QRG until Mr. Quaal's election.

The name Quality Radio Group was selected in preference to such titles as "Quality Stations Network," "Quality Stations Assn." and "Quality Stations of America."

A maximum number of 50 stations tentatively has been set in the by-laws, but this total may be expanded at the discretion of the board of directors which will vote on any new applicants. Actually, the needs of advertisers themselves was held out as a primary governing factor in this respect.

A number of top broadcast names head the list of 12 directors elected at last Thursday's session — directors recommended by broadcasters in attendance and formalized in the approval of the incorporating group.

In addition to Messrs. Quaal, DeWitt, Evans and Fogarty, they include Charles T. Lucy, WRVA Richmond, Va.; W. H. Summerville, WWL New Orleans; Frank Schreiber, WGN Chicago; James Gaines, WOAI San Antonio; Donald W. Thornburgh, WCAU Philadelphia; Chris Witting, Westinghouse Broadcasting Co. (WBZ-WBZA Boston-Springfield; KDKA Pittsburgh; KEX Portland, Ore.); Charles H. Crutchfield, WBT Charlotte, N. C.

Stations already "definitely committed"—and represented at last week's meeting—to QRG Inc., as of last Thursday, were the following:

WOR New York; WGN Chicago; KFI Los Angeles; WBZ-WBZA Boston-Springfield; KDKA Pittsburgh; WLW Cincinnati; KCMO Kansas City; KEX Portland, Ore.; WWL New Orleans; WSB Atlanta; WOW Omaha; WRVA Richmond; WSM Nashville; WHO Des Moines; WBT Charlotte; KVOO Tulsa; KPRC Houston; WOAI San Antonio; WFAA-WBAP Dallas-Fort Worth; WCAU Philadelphia; KIRO Seattle; WPTF Raleigh, N. C.; KOB Albuquerque, N. M.

Advertisers would be required to buy the full Quality Radio Group station lineup on a "must buy" basis. The plan is for participating stations to submit their best local and/or network originated programs to the group, comprising varying types—serial, drama, opera and other formats.

Quarter-hour and greater time segments will be sold but not spot. Time costs will be set on the basis of current rate cards of the stations themselves, allowing for a maximum 25% discount on the sale of programs over a 52-week period or more. QRG hopes to take advantage of programs developed by agencies and package firms as well as stations.

On dues, stations would pay in 20 times the "average" daytime hourly rates. Dues, it was stressed, will not go for programming itself. After all expenses have been deducted for a year, 95% of the monies then on hand will be returned to the "patronage" or participating stations. The remaining 5% would be maintained for overhead expenses at the QRG Inc. New York office, where the sales force will be maintained.

It was the feeling of the organizing committee that the project "will help the entire radio business" by leaving the local market available to smaller station operators. Consensus of broadcasters attending was that "radio is a tremendous buy." As one power station operator put it: "I'll find it easy to adjust nighttime availabilities with spot advertisers and the network on a delayed."

It was stressed that advertisers may want certain select markets, to conform to their distribution patterns and that stations would be added, from time to time, with that selective feature in mind.

ALL-INDUSTRY TV SALES PUSH SET FOR FALL BUYING SEASON

Television Bureau of Advertising, formed to fight for advertiser dollars against other media, is put into action at Chicago meeting. Four-man committee may select president this week.

AN ALL-INDUSTRY sales and promotion project to capture a substantial share of television advertising dollars against the competition of other media emerged last week with a sturdy set of organizational teeth in Chicago.

Thus, within a relatively short space of time, TvB (Television Bureau of Advertising Inc.) has materialized as an all-facet operation following ratification of the merged promotion bureau proposal by NARTB and the original TvAB [B•T, Aug. 23].

Organizational groundwork was laid at an all-day meeting in Chicago's Blackstone Hotel last Thursday, with the go-ahead flashed for actual operation in time for the fall-buying season and the election of a president to head up the independent advertising bureau. The proposed $400,000 budget mentioned earlier was approved by the steering board.

Steps will be taken this week by a four-man committee to select a president. Wheels also were set in motion for procedural activities with the appointment of three other committees—on finance, by-laws and dues—and the election of Clair R. McCollough, Steinman Stations, and Richard A. Moore, KTTV (TV) Los Angeles, as co-chairmen.

Incorporation papers for the new industry project were filed last Tuesday, it was announced, in advance of the first official board meeting of TvB, which drew four NARTB board members and four TvAB directing heads —eight of the original 10-man group that drew up the original NARTB-TvAB merger plan and who were elected at the time of incorporation. Only Merle S. Jones, CBS-TV, and George B. Storer Jr., Storer Broadcasting Co., were absent from last week's session.

Chosen as a committee of four to select a president were Messrs. McCollough and Moore; Roger Clipp, WFIL-TV Philadelphia, and Campbell Arnoux, WTAR-TV Norfolk, Va. This activity is expected to be launched this week, but it's possible the new TvB head may not be named until the following week.

Along with Messrs. McCollough and Moore as co-chairmen, the new board also chose W. D. Rogers Jr., KDUB-TV Lubbock, Tex., as secretary, and L. H. Rogers, WSAZ-TV Huntington, W. Va., as treasurer.

It was stressed that while a $400,000 budget has been approved, the new president of TvB will decide what actually will be spent the first year. Dues for member stations will be the highest published non-network quarter-hour one-time rate on each member's rate card. Mr. Moore estimated that originally a total of 110 stations had indicated a willingness to join such an advertising project, with perhaps 90% firm.

Under the plan embracing all facets of industry, active membership will comprise stations and networks. An associate list will include representatives and other groups. Under such a plan, it was held possible that a network and its o&o outlets could become active members and that network spot sales departments would be acceptable under associate listings.

The new TvB has authorized the rental of

YOU MIGHT BAT .420 IN THE MAJORS—*

BUT . . . YOU NEED WKZO RADIO FOR BIG-LEAGUE RESULTS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO, Kalamazoo, is the Western Michigan radio champ—*by a wide, wide margin.*

Pulse figures, left, prove it — *morning, afternoon, evening!*

Nielsen credits WKZO with 181.2% more *daytime* radio homes than Station B—*190.6% more nighttime!*

That's the Pulse/Nielsen story on WKZO. Your Avery-Knodel man has other, equally impressive facts.

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Ty Cobb set this major-league record in 1911, playing with the Detroit Tigers.*

first today... *then* HOME ...*an*

With TODAY, starring Dave Garroway, NBC gave network television advertising a new dimension. *Flexibility* and *low cost* were its measurements. TODAY has become the biggest grosser in TV.

Then, to give advertisers the strongest possible hold on the nation's homemakers, NBC developed HOME, starring Arlene Francis. In six short months, HOME has established itself as *the* outstanding woman's service program.

And now... with **TONIGHT,** starring **Steve Allen** (debut: September 27) ... the advertiser's day is complete! Now for the first time, advertisers can reach television's late-night audiences with "live", top-calibre, *network* programming. Now, for the first time, small change can buy big-league nighttime television.

WHAT'S GOING ON... TONIGHT? From 11:30 p.m. to 1:00 a.m. in the East... 11:00 p.m. to 12 midnight in Central Time zones... **Steve Allen,** the brainy, zany, big-time salesman, master of the unfrantic antic, who's as likely to shave, take off his socks, or milk a cow, as he is to spin out a tune, presides over these great goings-on:

1) TONIGHT takes America to Broadway during its most glamorous hours. It will go backstage and out front on glittering opening nights.

2) TONIGHT brings world-famous stars, critics and nightclub entertainers to the hearthsides of the nation.

3) TONIGHT gives the *very* latest news, weather reports and sports results... and brings in special events by remote pick-up.

Like its big brother (TODAY) and sister (HOME), **TONIGHT** offers important new television values to advertisers:

- **big-time network TV at low cost**
- **complete flexibility—you buy only *as much* as you need, *when* you need it**
- **showcasing of your product by celebrities—at no additional cost**
- **minimal production costs for commercials**
- **special services by NBC Merchandising Department—unique in the TV industry**
- **TONIGHT makes the last commercial impression of the day... *and it's the last impression that LASTS!***

TONIGHT's low advertising costs will be even lower under NBC's new "T-H-T" Combinability Discount Plan—which gives you TODAY, HOME, *and* **TONIGHT,** at great savings. **TONIGHT** also offers *additional* savings under its Charter Client Plan—with exceptional advantages for the new program's first advertisers.

TONIGHT, by itself or in combination with TODAY and HOME, is ready to go to work for *you!* Better check with your NBC representative!

NBC **TELEVISION**

a service of Radio Corporation of America

...*and now* **tonight**

STEVE ALLEN *brainy, zany, big-time salesman*

office space in New York "in the near future." The organization is expected to include, in addition to the president, directors of sales promotion, local sales, national spot, network and research.

Following were the committees appointed along with their members:

By-laws—Mr. Arnoux (chairman); Messrs. Moore and Jones.

Membership—L. H. Rogers (chairman); Henry W. Slavick, WMCT (TV) Memphis; Kenneth Carter, WAAM (TV) Baltimore; W. D. Rogers Jr. (This group will be enlarged.)

Finance committee—Mr. Storer (chairman); Messrs. Carter and Clipp.

Dues—Mr. Clipp (chairman); Messrs. Storer and McCollough.

Attending last week's organizational meeting were Messrs. McCollough, Arnoux, Carter, W. D. and L. H. Rogers, Moore, Clipp and Slavick.

Thad Brown, NARTB vice president and counsel, attended the meeting at the group's invitation. The new organization has appointed the law firm of Paul, Weiss, Rifkind, Wartman & Garrison as counsel, with Alexander Hehmeyer handling details.

STATION GROUP at the NBC-TV Chicago session (l to r): seated, William E. Walker, WMBV-TV Marinette, Wis.; Henry O. Johnston, WABT (TV) Birmingham, Ala.; Jake Evans, NBC; Ed Wheeler, WWJ-TV Detroit; standing, F. E. Fitzsimonds, KFYR-TV Bismarck, N. D.; Joe Bernard, WGR-TV Buffalo; P. A. Sugg, WKY-TV Oklahoma City, and Ben Larsen, KTVT (TV) Salt Lake City (formerly KDYL-TV).

ADVERTISERS & AGENCIES

Y & R FORMS UNIT FOR DAYTIME SHOWS

Agency expands tv production staff to produce three network five-times-a-week programs in belief closer control will bring better and lower-cost serials.

YOUNG & RUBICAM, New York, a strong proponent of the agency-produced daytime television serial, within the past eight months has developed its own production department to include an expanded staff of experts to produce three network five-times-a-week shows.

Y & R claims that it can do the best job at the lowest possible cost to its clients if it is in absolute control of the daytime shows. The daytime serial is becoming one of the most important of all outlets for advertising its clients' products, the agency maintains.

The television production staff, excluding all executive personnel working on the shows, has now expanded to include 15 producers and production assistants.

Three new executives have joined the department within the past three weeks. Charles Irving has just joined as producer of *Portia Faces Life*. Two weeks ago the firm employed Marguerite Bowman Hunter as daytime serial consultant and Tom Riley as the new producer of *The Golden Windows*.

Mr. Irving has been producer of *Search for Tomorrow* since 1952 and has a background of 20 years with Procter & Gamble, announcing and playing leading serial roles in Chicago and New York. He is bringing his own working unit, Hollis Productions, which includes Charles Gussman, serial writer, to the production of *Portia Faces Life*.

"Pat" Bowman Hunter has devoted a generation to daytime shows. She started with Frank and Ann Hummert and worked with them for 10 years while they were building their daytime (radio and tv) serial empire. For more than 10 years she produced and directed *Aunt Jenny* in radio. Her duties will be the monitoring of all Y & R daytime radio and television shows, reading scripts and storylines, meeting at regular intervals with the producers and writers, and in general, giving objective guidance on all daytime program problems.

Mr. Riley has pioneered in television since 1939 when he began doing experimental work. From 1934 to 1938 he worked in the NBC production department as assistant and then director of *The O'Neill's*, produced for Procter & Gamble. He was producer-director of the General Motors radio series *Cheers From the Camps*, from 1942 to 1943.

He has worked for the U. S. State Dept. under the Coordinator of Inter-American Affairs as radio director in Chile, and has done production, programming and creative writing for national advertising accounts.

Young & Rubicam entered the daytime television production field last January and is currently producing three five-days-a-week shows. They are: *The Brighter Day* (CBS-TV), sponsored by Procter & Gamble; *Portia Faces Life* (CBS-TV), sponsored by General Foods, and *The Golden Windows* (NBC-TV), which is under the sponsorship of Procter & Gamble.

HUMBLE OIL BUYS ABC-TV FOOTBALL

SECOND regional sale of all its NCAA football telecasts to Humble Oil & Refining Co. was announced last week by ABC-TV. Humble Oil will sponsor the 13-game schedule in Texas. First advertiser to sign, Carnation Co., contracted a week ago to underwrite the schedule, which starts Sept. 18, on the ABC-TV Pacific Coast Regional Network [AT DEADLINE, Aug. 30].

ABC-TV hailed its sale to Humble Oil, which was completed last Tuesday, as the second NCAA pact in two days. Before these sales on a regional basis were made, ABC-TV, unable to get a sponsor for the full slate, was considering selling the contests on a "per game" basis.

Agency for Humble Oil is McCann-Erickson, Houston.

ABC-TV said it will telecast three games on a regional basis Oct. 23, deviating that day from the regular national pattern of coverage of the 12 other games. For the regional telecast, Texas viewers will see the Pittsburgh-Northwestern game, to be played at Pittsburgh.

Meanwhile, the network produced details of what it called a "lavish" full-hour telecast, "Football '54," which is planned for Sept. 11 at 8-9 p.m. EDT as a prelude to ABC-TV's football season. Program will feature Bill Stern; Ted Husing; Frank Wallace; Albie Booth; entertainer Bob Hope; the Winged Victory Chorus; dancer Johnathan Lucas; a dance team, the Bench Warmers; Alta Burg, baton twirler, and Harry Sosnik and the ABC Orchestra.

Gillette Again Takes 'Series'

GILLETTE Safety Razor Co., Boston, again this year will sponsor the play-by-play coverage of the World Series on Mutual and on NBC-TV, plus five tv stations identified with Mutual ownership. It is the 16th consecutive year Mutual has carried the series radio coverage, which will include shortwave broadcasts to Alaska, Hawaii, Canada, Latin and South America and other points around the world. Gillette agency is Maxon Inc., New York.

Sines, Vernor Adv. Merge

MERGER of two San Francisco advertising agencies, Raymond L. Sines & Assoc. and Vernor Advertising Agency, into the partnership of Sines-Vernor Co. was announced last week. The new firm, effective Sept. 1, will be located at 291 Geary St., San Francisco. According to statements from the new partners, staffs of the former agencies will be retained.

Advertiser Action reflects Audience Action on KYW

PHILADELPHIA

0 national advertisers had success stories
KYW, Philadelphia, in 1953. The num-
r of national accounts on KYW this
ar to date is 50% higher!

Local time sales on KYW climbed 35%
three years to a record high in 1953. Yet
e first six months of 1954 show 37.1%
ore local time sales than the same period
last year!

Local businessmen have tight budgets.
ey buy sharp. The way they're flocking
KYW should be *your* cue to buy this
,000-watter . . . and cinch a big share of
e 7½-billion-dollar market it dominates.

All you have to do to get availabilities,
es, market data and stacks of Audience
tion facts about KYW is call your Free
Peters "colonel" or Bob Teter, Sales
anager of KYW, Philadelphia. Do it
n.

WESTINGHOUSE BROADCASTING COMPANY, INC.

KYW • **WPTZ**, *Philadelphia;* **WBZ-WBZA** • **WBZ-TV**, *Boston;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.

RADIO'S NEW SOUND

AN INSIDE STORY OF HOW STATION KSFO CHANGED COURSE AND CAPTURED SAN FRANCISCO - OAKLAND MARKET OF THREE MILLION

ABOUT THE AUTHOR

Paul Speegle is one of radio and television's strongest proponents and severest critics. Currently radio and television director of San Francisco State College and radio and TV columnist for the San Francisco News, he is a former program manager of KNBC. As attorney, author, dramatist, humorist, critic, teacher, executive and performer, Paul Speegle views the radio scene with an authoritative eye.

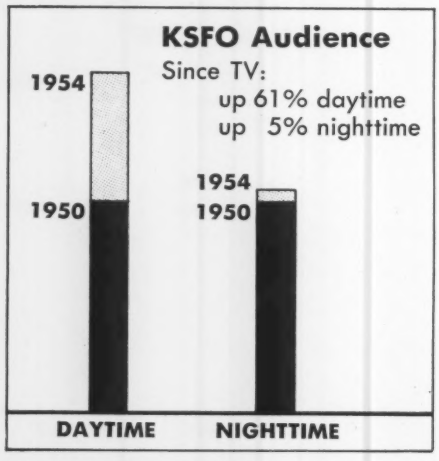
by PAUL SPEEGLE

Perhaps no station in America better demonstrates radio's "new sound" in programming and advertising than KSFO, San Francisco. The big independent by the Golden Gate has proved that, with progressive techniques and imagination, radio today can be a more influential medium than ever before.

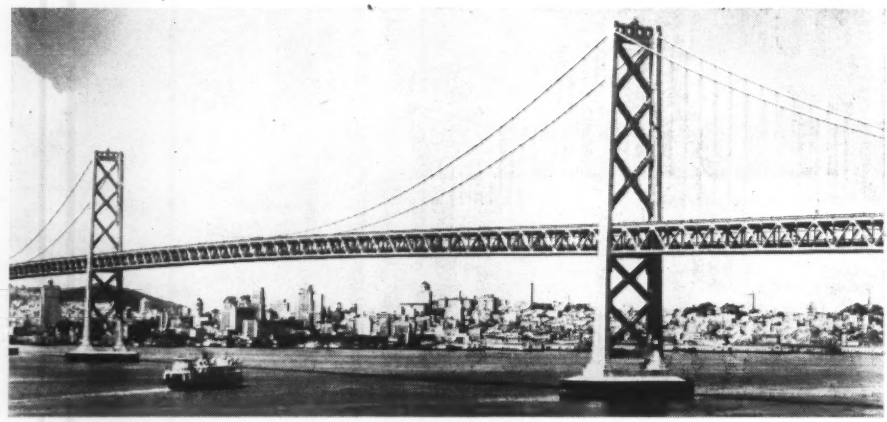
In the last two years, despite the San Francisco market reaching TV maturity, KSFO has piled up the largest audiences in its independent history and has more than kept pace in national, regional and local advertising. KSFO has an average 61% more daytime listening now than before the first TV viewing in San Francisco, and 5% more nighttime listening.

Aside from its excellent In-Home Ratings the latest measurement surveys show that KSFO has also accumulated the largest Out-Of-Home Audience in Northern California.

Behind these percentage increases lay months of research, analysis and planning by KSFO management. Headed by General Manager Alan Torbet, these studies indicated the necessity for a complete program overhaul which was started in October, 1952.



KSFO has registered sizeable audience gains since TV came to its market. The upward swing continues with these gains in the past 12 months compared to last year: mornings up 36.6%; afternoons up 33.3%; evenings up 14%; Saturday A.M. up 43%; Saturday P.M. up 25%; Sunday A.M. up 71%; Sunday P.M. up 38%.



Radio listening habits in San Francisco-Oakland and the northern California market changed markedly in the last few years. With huge population growth, more automobile commuting, increased outdoor living, larger families, multiple set ownership and television maturity, the market posed new programming and selling challenges to KSFO. The big independent station adapted its shows to fit the new fluidity of listening and captured the biggest audiences and most business in its history.

Keynote of the revamping to meet changing times was the increased "fluidity" of radio listening—the trend away from living room listening and into increased radio usage in kitchens, bedrooms, workshops, dining areas, automobiles, patios and portables in many outdoor areas.

KSFO went into all corners of its market to learn how and where it could be of the greatest service to northern California and become a more dominant factor in supplying entertainment and information to its 3 million residents. The new programming was then tailored to these specifications.

Northern Californians were getting adequate drama, comedy, variety, mystery and panels on TV and AM network outlets. KSFO's research indicated that what they really wanted was an improved block music service. They were sick of dull, unimaginative record programs with no sparkle or personality. Some stations were playing loud raucous music. Others offered monotony. Most were using run-of-the-mill staff announcers with long commercials of the shouting variety.

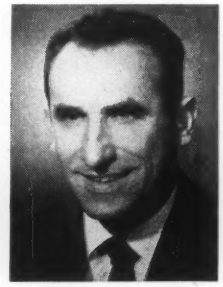
The listeners indicated their overwhelming preference for friendly "personalities" as opposed to straight staff announcers. They didn't want too much talk and they certainly wanted no one yelling at them.

They showed a keen interest in news, but they wanted it in short takes, preferably condensing the important news into 3-minute and 5-minute editions straight up on the hour, "Where we know we can count on it."

With over half of all California radio listeners preferring music and news over other program types, KSFO knew that the station which could command the lion's share of that audience would top all other independent stations, lead the network outlets in many periods and actually create new listeners.

With the largest music library in the west, the station had a complete choice of the types of music it needed. After inten-

ALAN TORBET
General Manager



GARY GARLUND
Sales Manager

ROBERT HANSEN
Program Director

PHYLLIS DILLER
Promotion Manager

sive study of musical tastes at different hours of the day, a music policy was set up by Program Director Bob Hansen to provide the widest possible appeal.

But to be a "music" station, KSFO management faced the sorry task of cancelling thousands of dollars worth of "talk" programs, in 15-minute and 30-minute units, which were already on the schedule and sold to leading sponsors. Notices were given to all of these talk shows and they were transferred to other independent and network stations. This opened the KSFO schedule to the new "'Music, Personalities and News All-day" format.

Knowing the difference between playing a stack of records and a "show," KSFO then set out to get the best voices, the most interesting, experienced and music-wise personalities available. Some of these performers came as free-lance artists; some joined the KSFO staff.

Lead-off man was Don Sherwood, with musical comedy background and 10 years' experience on the networks as staff announcer. In Sherwood's previous announcing work, his natural flair for humor had been somewhat systematically stifled. He had actually been fired for excessive gaiety.

Paradoxically, after KSFO developed Sherwood as a comedian on the morning show, offers poured in from all sides, Hollywood, Chicago, Honolulu, even from the network which fired him for being funny.

All KSFO performers have unusually deep backgrounds in music, drama and journalism.

Bob Hansen, KSFO program director, has an outstanding musical background. He toured Europe with an orchestra, is an arranger and musician and even taught music and drama. His radio experience is equally impressive. It includes news editing and reporting, financial reporting, interviews, sportscasting and of all things—disc jockeying.

Herb Kennedy, with 20 years in radio, also had an excellent musical background. He started as an orchestra vocalist. His pleasant voice and easy Sunday-morning manner have built the highest Sunday morning rating of any local station, including the networks.

Bob Colvig, another 20 year man with network experience as chief announcer and a journalism degree from the University of Oregon, is well known for his authoritative news delivery and clean, concise reporting.

Bill Heyward, still another 20 year man with a wide radio background of acting on many network dramatic shows, is a prime example of the smooth, articulate yet friendly approach which typifies KSFO.

Wally King, with 12 years of radio and stage experience, is known throughout the Bay Area as an MC and entertainer. His following of dial-devotees is most impressive.

Glen Hurlburt, talented pianist and composer, has a show which is a rare combination of live piano and song interspersed with recorded music and Glen's own offbeat brand of humor.

KSFO's music librarian, Nadine Simms, is vitally interested in music on the job and as a hobby. She attends all the big national Hi-Fi conventions in the interest of keeping up with the latest developments in recording, both technically and musically. She is currently engaged in the study of piano.

Person by person, KSFO is staffed by people who are devoted to the ideals of better radio shows, listenable programming and the maintenance of high professional standards.

With a lineup of top personalities, a format including the most desired music, frequent time and temperature checks, well-edited, concise newscasts on the hour spotlighting local news, special high-speed sports flashes, and flash bulletins of top news stories as they broke, KSFO had the merchandise northern Californians wanted. It was wrapped up in a friendly, intimate style with no shouting, haranguing, pitching or long commercials. It was designed to fit the new fluid pattern of radio in a TV era.

Northern Californians are reminded of radio's "new sound" by 24-sheet posters which have a merchandising tie-in for sponsors.

In addition to newspaper space, magazines, billboards, direct mail and air promotion, KSFO uses traveling displays on buses and streetcars to promote its shows.

Dozens of super-markets feature KSFO and its food and drug sponsors by displaying these products at point-of-sale. The station's merchandising service includes many other aids to product sales.

Next step was to tell the public about the innovations. Newspapers, exterior traveling display cards on buses, 24-sheet outdoor billboards and extensive on-the-air promotion highlighted the campaign. Direct mail was employed to let every restaurant, bar, tavern, barber shop, beauty salon and shoe shine parlor know that KSFO was now the station to tune in any time of the day or night for music, news and sports flashes.

With its favorable 560 frequency, KSFO is the first station on the dial and the easiest to find. With 5,000 watts, salt-water ground system and non-directional antenna combined with the efficient 560 frequency, KSFO had no worries about signal. The effective coverage is superior to most 50,000 watt stations.

As audiences grew, additional advertisers were attracted to the new KSFO, a trend which has accounted for as much as 315% increase in national billings, comparing this year to last.

In keeping with programming improvements, the KSFO sales department, under Commercial Manager Gary Garlund was expanded and equipped with new sales tools, widespread research and merchandising service which provides advertisers with bulk displays of their goods in leading retail outlets. Newspaper space, direct mail, tie-ins on KSFO billboards, trade magazine insertions, in-store interviewing and other services make KSFO's merchandising outstanding in its field.

Although northern Californians enjoy their "production" shows on television, it's hard to find anyone today who doesn't listen to KSFO. They hear the music they want, the news in short easy form, their favorite personalities, sports flashes, the weather, correct time, temperature and local color. They awaken to KSFO on their bedside radios. They shave, eat breakfast, wash dishes, do the ironing, drive to work, relax at lunchtime, sun on the patio accompanied by their KSFO music and friends. At the beach, around the pool, in the workshop, at the grocery store, around the yard, on the student's desk, in the barber chair, on the shine stand and at the corner tavern, KSFO is with them.

In northern California KSFO has proved that radio is a vital part of nearly everyone's life. TV is great, but it doesn't provide the newscasts, the block music shows, the sports flashes, the intimacy, the friendly local personalities that people find on KSFO. And KSFO goes with them to every room of the house, in their car and around the outdoors.

KSFO advertisers are quick to point out the important volume of business that KSFO supplies through its honest, sincere, person-to-person commercial approach.

As a national magazine article recently pointed out, television is okay . . . but they still love radio. In northern California they love KSFO.

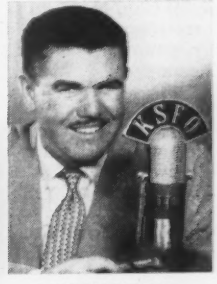
DON SHERWOOD

WALLY KING

GLEN HURLBURT

BOB COLVIG

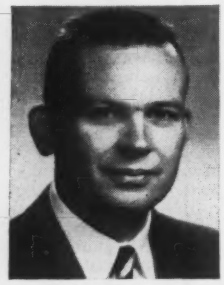
BILL HEYWARD



HERB KENNEDY

Miller, MacKay Agencies, Seattle, to Merge Jan. 1

TWO SEATTLE advertising agencies, Miller & Co. and Wallace MacKay Co., will merge, effective Jan. 1, according to a joint announcement by James R. Miller and three partners in the MacKay agency—Wallace J. MacKay, Gerald A. Hoeck and Marlowe Hartung.



MR. HOECK

The new firm will be known as Miller, MacKay, Hoeck & Hartung. Mr. Miller will be president; Mr. MacKay, executive vice president; Mr. Hoeck, vice president and radio-tv director, and Mr. Hartung, vice president and art director. The two agencies, serving clients in the consumer, institutional and industrial fields, will continue to function separately until the merger date. Present clients of the agencies have endorsed the organization, according to the announcement.

SPOT NEW BUSINESS

Glen Raven Knitting Mills (hosiery), N. Y., to use national radio spot campaign tying in with 20th Century Fox Film Corp.'s CinemaScope, starting in October. Agency: Modern Merchandising Bureau, N. Y.

National Biscuit Co., N. Y. placing tv campaign in about dozen markets, starting today (Monday) until end of year. Agency: McCann-Erickson, same city.

Paper-Mate Inc. (Paper-Mate pens), Culver City, Calif., starts back-to-school radio promotion campaign in 10 major western markets for two weeks starting today (Monday), using German-dialect 20-second spot announcements. Agency: Foote, Cone & Belding, L. A.

White Rock Bottlers Co., L. A., films two tv spot announcements with Jerry Lawrence, Hollywood disc m.c.-personality, for use in current Southern California advertising campaign in all media. Additionally, firm buys half-hour segment of new KFI Los Angeles *Jerry Lawrence Show.*

Esso Standard Oil Co. (for petroleum products), N. Y., purchases one-quarter of 69 championship sports events to be telecast from Madison Square Garden by WPIX (TV) New York starting Oct. 20.

Hoffman Beverage Co. (Tap-A-Cola), N. Y., expanding tv spot coverage in several markets using daytime minutes and chain breaks starting Aug. 30 for four weeks. Agency: Warwick & Legler, same city.

Sunshine Biscuit Co. (Quispy crackers), Long Island City, N. Y., to launch tv spot announcement campaign in 38 markets in early October, also using radio in three markets. Agency: Cunningham & Walsh Inc., N. Y.

John H. Dulany & Son Inc. (frozen foods), Fruitland, Md., preparing radio spot campaign using women's participations show, Mon.-Fri., effective Sept. 13 for 26 weeks. Agency: Erwin, Wasey & Co., N. Y.

Northern Electric Co. Ltd. (Sylvania tv receivers), Montreal, started radio-tv announcement campaign on large number of Canadian stations. Agency: Foster Adv. Ltd., Toronto.

NETWORK NEW BUSINESS

Nestle Co., White Plains, N. Y., set as co-sponsor, *CBS Radio Newsroom—Sunday Desk,* 23 CPRN stations (Sun., 5:30-6 p.m. PDT), for eight weeks starting Sept. 19. Agency: Bryan Houston Inc., N. Y.

Post-Cereals div., General Foods, N. Y., to co-sponsor *Mama* with General Food's **Maxwell House Coffee** when CBS-TV series returns to air. Agency for both: Benton & Bowles, same city.

Longines-Wittnauer Watch Co., N. Y., sponsoring *Larry LeSuer and the News* (CBS Radio, Sat., 10-10:05 a.m.; 10:55-11 a.m.; 12-12:05 p.m.; and Sun., 12-12:05 p.m.; 4-4:05 p.m.; 5-5:05 p.m., all EDT), starting Sept. 5. Agency: Victor A. Bennett Co., same city.

Vitamin Corp. of America, Newark, N. J., to sponsor 22 weekend newscasts package, ABC, starting Sept. 11 to Oct. 31, excepting Oct. 2 weekend. Agency: BBDO, N. Y.

National Biscuit Co., N. Y., signs for sponsorship, *Rin Tin Tin,* (ABC-TV, Fri., 7:30-8 p.m.), starting Oct. 15. Agency: Kenyon & Eckhardt, same city.

Pabst Brewing Co., Chicago, to sponsor Rocky Marciano-Ezzard Charles heavyweight championship fight (CBS Radio, Sept. 15, 10:30 p.m. EDT). Agency: Warwick & Legler, N .Y.

Toni Co., Chicago, sponsoring *Frank Sinatra Show* (NBC Radio, Wed. & Fri., 8:15-8:30 p.m. EDT), starting Sept. 1. Agency: Tatham-Laird, same city.

Carter Products Inc. (Arrid deodorant and Carter's Little Liver Pills), N. Y., and **Toni Co.** (Prom home permanent and White Rain shampoo), Chicago, to sponsor *Meet Corliss Archer* (CBS Radio, Mon., 8-8:30 p.m.), starting Aug. 30. Agencies: Ted Bates & Co., N. Y. (Carter) and Leo Burnett Co., Chicago (Toni).

Murine Co. (eye lotion), Chicago, purchases series of participations, *Fibber McGee and Molly* (NBC Radio, Sun.-Thurs., 10-10:15 p.m. EDT), starting Sept. 19 on staggered schedule through November. Agency: BBDO, Chicago.

AGENCY APPOINTMENTS

Mory-Lamb Corp. (Anasol food supplement), Fort Collins, Colo., appoints Brook Hill Snow Adv. Agency, Greeley, Colo.

Montgomery Ward & Co., Denver, appoints Axelsen Adv. Agency, same city.

Great Trails Broadcasting Corp. (WING Dayton and WIZE Springfield, Ohio), appoints Bridges-Sharp & Assoc., Dayton.

Ambrosia Cosmetics Inc. (facial cleanser), N. Y., appoints Friend, Krieger & Rader Inc., same city.

National Van Lines Inc., Los Angeles and Chicago, appoints Geoffrey Wade Adv., L. A., with Snowden Hunt Jr. as account executive.

Parks-Barnes Inc. (Black Magic horticultural products), Hermosa Beach, Calif., appoints Henry Rich Agency, L. A., effective Sept. 1, with Mr. Rich as account executive.

Cemar Clay Products Co. (serving and kitchen ware), Glendale, Calif., appoints Philip J. Meany Co., L. A., with John Shaull as account executive.

Dale Butler's Pasture Mixtures Inc. (pasture seeds), L. A., appoints Dudley L. Logan Adv. same city, with Mr. Logan as account executive.

Alexander Sport Shirt Co., L. A., appoints Harvey Waldman & Assoc., same city, with Mr. Waldman as account executive.

Oregon Milk Producers Committee appoints Harvey & Porter Adv., Portland, Ore.

Abco Metal Products Inc. (housewares mfr.), Hawthorne, Calif., appoints Guerin, Johnstone, Jeffries Inc., L. A., with Paul Guerin as account executive.

Utah Tourist & Publicity Council appoints Axelson, Bennett & Clark, Salt Lake City.

Berlant Assoc. (tape recorders and accessories), L. A., appoints Carson-Roberts Inc., same city.

Brock & Co. (frozen French fried potatoes), Phila., appoints Petrik & Stephenson, same city.

A&A PEOPLE

Arthur J. Bellaire, LeRoy H. Dreher and **Burton E. Vaughan** elected vice presidents, BBDO, N. Y., in charge of radio and tv copy, New York office, account executive in New York and account executive in San Francisco, respectively.

John C. Strouse, account executive, Cunningham & Walsh Inc., N. Y., elected vice president.

Herbert S. Lenz, formerly with Montgomery Ward & Co., Chicago, to Ralph H. Jones Co., Cincinnati, as account executive.

Wallace T. Drew, advertising manager, Bristol-Myers Co., N. Y., to Grey Adv., same city, as account executive.

Stanley Merritt, formerly vice president, Albert Frank-Guenther Law, N. Y., and **Earl W. Schultz,** formerly with B. F. Goodrich Co., Akron, Ohio, to Cunningham & Walsh, N. Y., as account executive and assistant account executive, respectively.

Ted Rector, account executive, Dan B. Miner Co., L. A., to Ruthrauff & Ryan Inc., same city, in same capacity.

Maurice C. Punch Jr., creative staff, Westheimer-Block Adv., St. Louis, to Warner & Todd Inc., same city, in account service capacity and member of planboard.

Robert Ellis, owner, Altadena, Calif., advertising agency, and **Franklin T. Hovore,** advertising and merchandising dept., Joseph E. Schlitz Brewing Co., L. A., form Ellis-Hovore Adv. Agency, South Pasadena, Calif., with offices at 800 Fair Oaks Bldg.; telephone: Sycamore 9-6700.

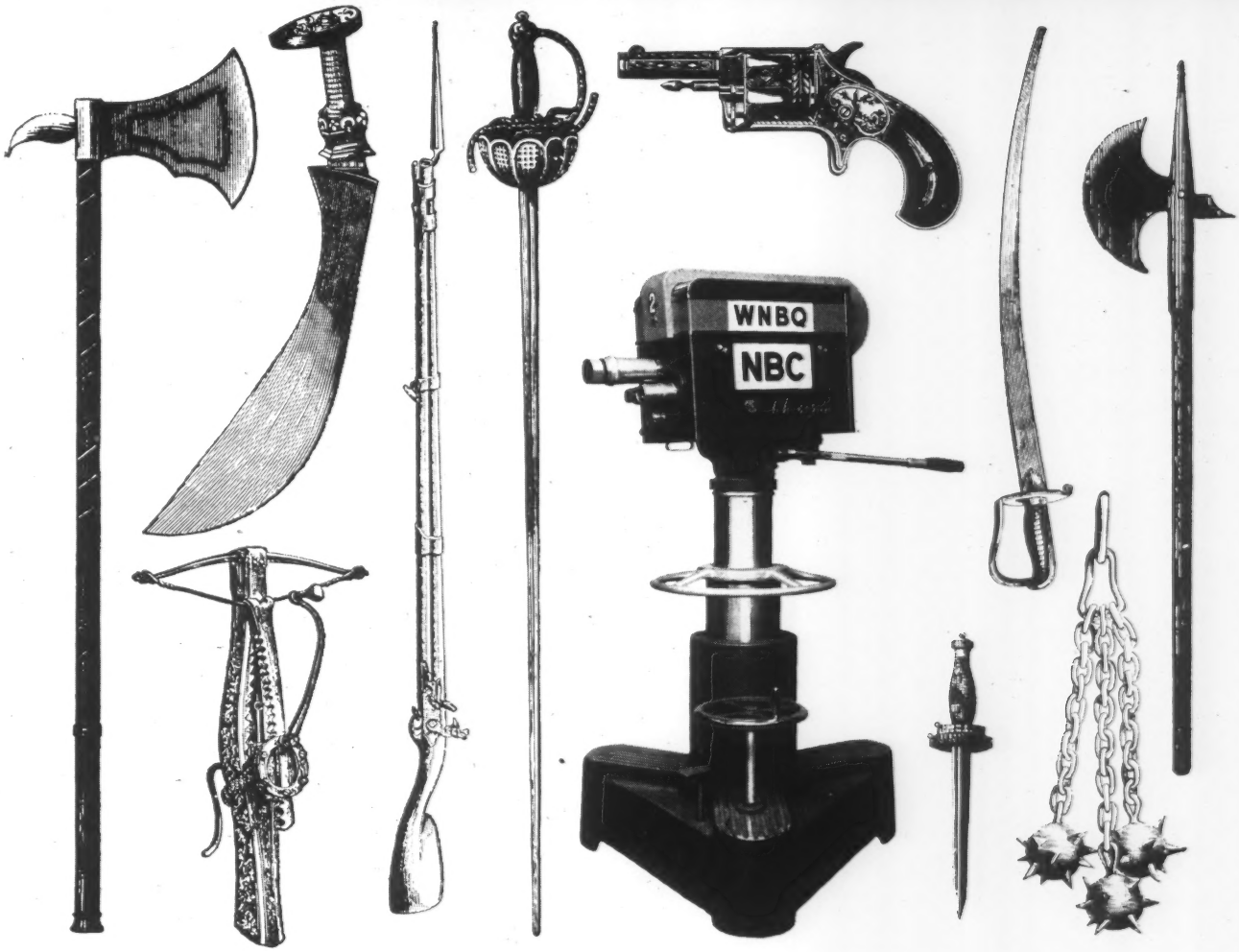
L. W. Brown, former Los Angeles and Seattle newspaperman, and **Ted Tiss,** production dept., CBS-TV Hollywood, to Grant Adv. Inc., Hollywood, as head of Grant News Bureau and general assistant, respectively; **George Sampson,** publicist, promoted to account executive.

Marjory Gilbrech, *Sunset Magazine,* L. A., to Charles Bowes Adv., same city, as business manager, effective Oct. 1.

James Harkey, film producer, McCann-Erickson, N. Y., to Geyer Adv., same city, as film supervisor.

Bill Prescott, vice president, Ball & Davidson, Denver, and **Eugene F. Pilz,** account executive, R. J. Potts-Calkins & Holden, Kansas City, form **Prescott & Pilz Inc.,** Denver, with offices at 1765 Sherman St.

Bernard London, producer, returns to tv dept., Kudner Agency Inc., N. Y.



Choose your weapon!

When you set your sales sights on the housewives in Chicago's more than two million television homes, you're aiming at a big target. Better make sure your advertising packs the power to hit it profitably. Better choose battle-tested WNBQ sharp shooters like these . . .

BOB AND KAY 12:30-1:00 P.M. MONDAY THROUGH FRIDAY

News and guest interviews by Chicago's favorite team of emcees. Guests are chosen because they have interesting stories to tell. Music by Art Van Damme Quintet. Bob and Kay's informal and ingratiating commercials are a powerful sales vehicle for every product a woman might buy.

HOME COOKING 1:00-1:30 P.M. MONDAY THROUGH FRIDAY

From doughnuts to jambalayas, master chef Eddie Doucette is an old hand at intriguing Chicago homemakers with recipes and cooking demonstrations. A natural for showcasing food and kitchen products. Doucette sells as he demonstrates.

MELODY MAGAZINE 1:30-2:00 P.M. MONDAY THROUGH FRIDAY

Wed Howard, top Chicago disc jockey, combines popular music, eye-catching visual effects and interesting chit-chat for the ladies – and *sells* 'em. His talent for selling is an important fact of advertising life in Chicago.

PONDER this strong block of daytime programs, with formats and personalities of proven popularity.
PLANT your participations in the fertile 90-minute span of the three programs.
PROFIT from WNBQ's power (Chicago's *only* maximum-power TV station; Chicago's highest TV antenna.)

WNBQ Channel 5 NBC IN CHICAGO *represented by NBC Spot Sales*

GENERAL TELERADIO SEEKS NEW FILMS

Sales of feature film group offered three months ago encourages GT to seek similar properties.

AFTER an encouraging sales tally of its feature film group offered stations three months ago, General Teleradio is announcing today (Monday) that it seeks additional and similar feature film properties.

The optimistic view of sales is reflected in a statement by Thomas F. O'Neil, MBS and General Teleradio president. He said sales for June through August, the period following GT's initial offer of the films, "conclusively demonstrate that television stations need high-grade program material and will pay the price to get it."

Mr. O'Neil said sales already have passed the figure of the original investment when GT last March negotiated an agreement with the Bank of America making General Teleradio the licensing agent in the U. S. and Canada for a group of 30 top-flight feature films.

Although no figures were given, it was learned that sales for the 90 days may range in the $1.4-1.5 million bracket. GT paid an estimated $1.25 million for the Bank of America film properties [B•T, March 15].

Mr. O'Neil said GT films will be shown now in one of every five U. S. tv markets, and—"as a result of this successful venture, General Teleradio is in the market for any available comparable pictures." According to GT officials, the stress is on "high quality, top grade" films around which stations could build their programming.

Mr. O'Neil scoffed at "skeptics who felt the price was too high to attract those who knew anything about the film business," saying they "have changed opinions, proving that television is still a field for experiment."

He referred also to Peter M. Robeck's (sales manager, GT's film division) report that stations are placing the features in Class A periods and "not merely using them in sign-off spots." Mr. Robeck asserted the films' sales vindicate GT's original contention that the features would be used by stations as integral parts of their programming and thus land in Class A time position.

Touching on the advertiser point of view, Dwight Martin, the film division's general manager, said sponsors are finding the films "a good investment." He said markets sold are nationwide and include the top ones in the country.

GT's other properties and production plans include a 39-episode, 15-minute documentary series, *Great Dramas,* now sold in 56 markets; a 13-episode (with another 13 to be produced), quarter-hour children's fairy tale series untitled, and others, including a 30-minute *Gangbusters* film series still to be unwrapped.

GEM Furniture Mart contracts with WFIE (TV) Evansville, Ind., to carry the General Teleradio package of 30 Studio "A" productions. L to r: Ted M. Nelson, general manager of the ch. 62 station; Jesse H. Green, Gem co-owner, and Lowell Eastham, station sales representative.

VITAPIX SCHEDULES 26 FOOTBALL FILMS

Film firm to distribute two series produced by Ray Gordon Productions to coincide with start of football season. Thirteen films comprise each series, one on professional games, the other on college.

TWENTY-SIX quarter-hour football films, 13 dealing with the professional game and 13 devoted to the college brand, will be offered in two series to tv audiences this fall. The films, produced by Ray Gordon Productions Inc. and distributed nationwide by the Vitapix Corp., New York, will be released to coincide with the regular football season.

Both series will present a complete story and will feature stars of past and present. Marty Glickman, well-known sports announcer, will provide narration for the film sequences which are said to have never been seen on television.

Pro Grid Classics will present memorable National Football League games with such former and present day stars as Sid Luckman, Sammy Baugh, Otto Graham, Steve Van Buren and Elroy "Crazylegs" Hirsch.

College Grid Classics will feature such well-known players as Illinois' Red Grange, Michigan's Tom Harmon, Yale's Albie Booth and Princeton's Dick Kazmaier.

Guild Stars Offer Custom Commercials

GUILD FILMS Co. reported last week that the featured personalities on its tv film shows are available for participation in individual, custom-made commercials. The stars are Liberace and his brother, George, Betty White, Joe Kirkwood, Cathy Downs, Florian ZaBach, Frankie Laine and Connie Haines.

Designed to give sponsors of Guild Films programs the benefit of associating the star of the program with the product of the sponsor, the plan offers two types of commercials: (1) a full-endorsement commercial, timed from 30 seconds to one minute, with the star exhibiting the product and discussing it in the permanent setting of the show; or (2) an eight- to ten-second commercial in which the star mentions the product and leads into the conventional commercial. If the sponsor wishes, officials said, special settings, props, lettering and overlay of titles, stop motion animation, and other effects will be employed as needed. The number of sponsors of Guild Films programs was estimated at around 500.

Art Gross, client relations director of Guild Films, has been put in charge of the new service. He said a number of commercials already have been produced for clients by Liberace, George Liberace and Betty White.

Meanwhile, Guild Films President Reub Kaufman announced the signing of contracts under which the *Liberace* show will be carried on every Canadian tv station in operation this year or next—in all, a total of 22 English-language stations and three French-language outlets. Robin Hood Flour and the John Inglis Stores will sponsor the series on the English stations and Robin Hood Flour alone will underwrite the program on the French stations. Liberace will do integrated commercials for Robin Hood cakemix.

Contracts for the flour company were negotiated by Norman Brown, advertising director of Robin Hood, and Bill Byles of Young & Rubicam, Toronto. For Inglis, negotiations were handled by E. E. M. Bassingwaighte, advertising director, and Peter Charles, of Spitzer & Mills, Toronto. Guild Films was represented by Spence Caldwell of Toronto.

Guild Films also reported that all five of its tv series—*Life with Elizabeth, Joe Palooka, Liberace, Florian ZaBach,* and *Frankie Laine* shows—have been signed by James Henry, president of KTVE (TV) Longview, Tex., with showings there to start during the first two weeks of September.

Hollywood Tv to Release Old Autry, Rogers Films

HOLLYWOOD Tv Service, Republic Pictures tv subsidiary, is "going right ahead" with plans to release old Gene Autry and Roy Rogers theatrical films to television, Earl Collins, company president, reported last week.

Attorneys for both actors last week filed requests with the U. S. Supreme Court, asking a review of the Ninth Circuit Court of Appeals' decision of last June allowing such showings.

While considering numerous offers received since the decision, Hollywood Tv Service probably will not make any definite commitment until after the Supreme Court convenes in October and a possible ruling is made on the cowboy actors' requests, Mr. Collins said.

'Favorite Story' Adds 54

RENEWALS of Ziv Tv's *Favorite Story* film series have reached 94% and, with 54 new markets added during the second run, the program currently is carried in more than 140 markets, M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, announced last week. He said the series was renewed in every one of its original markets. Additionally, he reported, *Cisco Kid,* now in its fifth year, has a renewal rate of 96%, and 75% of the advertisers who signed up for it four years ago are still sponsoring it.

GE Mexico Renews 'Story'

SECOND year renewal of the Ziv Tv *Favorite Story* series by General Electric of Mexico on XH-TV Mexico City was marked Aug. 27 by a reception and cocktail party in Mexico's capital city. More than 250 prominent advertisers and advertising agency personnel in Mexico attended. Hosts were Edward J. Stern, president, Ziv Tv International; Monte Kleban, vice

KMPC delivers TWO WAYS

in Southern California

1. program appeal

Seven "program personalities" daily present the tops in Music, News and Sports ... keeping the air waves lively with audience appeal. They create daily listener records for a long list of KMPC sponsors.

2. program promotion

Regular off-station advertising goes on without let-up ... building bigger listener audiences through

a. NEWSPAPER, MAGAZINE AND THEATRE PROGRAM ADVERTISING

b. MARKET, STORE AND WINDOW DISPLAYS

c. MOTION PICTURE THEATRE TRAILERS

d. MOTOR COACH OUTSIDE DISPLAY ADVERTISING AND INSIDE GIVEAWAYS

You could buy 38 stations in Southern California and still not get the great KMPC coverage.

KMPC

710 kc LOS ANGELES

50,000 watts days ... 10,000 watts nights
KMPC is a 24-hour station

GENE AUTRY, *President*
R. O. REYNOLDS, *Vice Pres. & General Mgr.*

Represented Nationally by **A. M. RADIO SALES**
Chicago • New York • Los Angeles

Guild's Flying Salesmen

BOB DeVINNY and Bill Pomeroy, two Guild Films tv sales executives, are using airplanes to cover their territories. Mr. DeVinny, who covers the Great Lakes territory and operates out of Chicago, has a two-seater Ercoupe monoplane while Mr. Pomeroy, who covers the Midwest territory out of Detroit, has a four-seater Beechcraft Bonanza. Both men carry, in addition to the usual standard air equipment, projectors, screens and audition prints of such Guild Films products as the *Frankie Laine Show, Life With Elizabeth, Joe Palooka* and *Liberace.*

president of Ziv Tv International of Mexico and South America; William Taylor, president, and Garcia Zenil, advertising manager, General Electric of Mexico, and James B. Stanton, vice president, Young & Rubicam's Mexico City branch. Highlight of the event was the showing of a color tv film, "Empty Holster," a recent *Favorite Story* show.

Power Promotes Miller

PROMOTION of John A. Miller to eastern general manager and appointments of Dan Wilson and Jack Trindl as producers were announced Tuesday by Jules Power Productions, New York and Chicago tv package firm. Mr. Miller will supervise all sales and production in the New York area. He has been with the company since April and previously was with Henri, Hurst & McDonald and CBS Sales in Chicago. Mr. Wilson, formerly with Schwimmer & Scott, will operate in New York and Mr. Trindl, formerly with WNBQ (TV) and WGN-TV Chicago, will work in the Chicago office.

FILM DISTRIBUTION

Standard Television, Beverly Hills, has acquired distribution rights to quarter-hour *Washington Spotlight* film series, commentated by **Marquis Childs.** Filming has been resumed by **Washington Spotlight Inc.,** Washington, with **Milton Hammer** as producer. New group of 39 films is planned, 12 of which are completed, and distribution is set to start the first part of September.

Artists Distributors Inc., Hollywood, acquired national tv distribution rights to *Veloz and Yolanda Show,* series of 39 quarter-hour films, to be available shortly.

FILM PRODUCTION

Robert Maxwell Assoc., Hollywood, has resumed shooting on *Lassie,* which starts Sept. 12 on NBC-TV for **Campbell Soup.** Half-hour series stars **Lassie, Tommy Rettig, Jan Clayton** and **George Cleveland. Rodney Amateau** has been signed to share directing chores with **Sidney Salko. Arthur Hilton** is directing the commercials which also feature series' stars. **Rudy Abel** is associate producer.

Jan Productions, Hollywood, is shooting "California," hour-long tv film for **Bank of America's** 50th anniversary. Film traces dramatic history of state and banking firm's part in its development. Total cost is reported to be approximately $200,000. Scheduled for telecasting Oct. 17, time is now being cleared to saturate California markets. **Nelson Riddle** is to score the musical drama and **David Lichine** to stage the musical portions. **Jack Denove** is producer and **Robert Stevenson,** director. Agency and packager is **BBDO.**

Group, headed by **John McMahill, Harold Chiles** and **Hal Kornell,** is readying production on *Harold Angel,* new half-hour tv film series to star **Peter Raynolds,** 12-year-old actor featured in "The Robe," "The Egyptian" and "Desiree" motion pictures. Mr. McMahill, Hollywood artists' agent, will produce.

Lindsley Parsons Productions Inc., Hollywood, assigned to produce *The Whistler* tv series for **CBS-TV Film Sales,** N. Y.

RANDOM SHOTS

Screen Gems Inc., Hollywood, has signed Academy Award winner **Donna Reed,** currently under contract to **MGM,** to make her tv film debut in "Portrait of Lydia" for NBC-TV *Ford Theatre.* Now shooting is "The Legal Beagles" series starring **Laraine Day** and **Richard Denning,** with **James Neilson** as director.

W. J. German Inc., national agents and distributors, Eastman Films, moves West Coast offices to 6677 Santa Monica Blvd., Hollywood. Telephone remains: Hollywood 4-6131.

Guild Films Inc., N. Y., tv film producers and distributors, opens firm's seventh branch office. Address: 424 Book Bldg., Detroit. **W. A. Pomeroy,** Guild sales representative for Midwest territory and also part owner, WILS-AM-TV Lansing, named supervisor.

Cavalier Productions, Hollywood, which is producing CBS-TV *Father Knows Best* in association with **Screen Gems,** has changed name to **Rodney-Young Productions,** according to **Eugene B. Rodney** and **Robert Young.** Series will be sponsored this fall by **P. Lorillard Co.** (Kent cigarettes).

Arejay Sales Co., Burbank, Calif., publishes *Hollywood Film Production Manual.* Volume contains information on labor contracts, wages, insurance, location, film and laboratory costs and budget charts and figures, in a ring binder. Author **Raoul Pagel** offers supplementary charts and features, plus yearly changes. Firm offices are located at 1036 N. Avon St.

FILM PEOPLE

Jerry Lee, account executive, KABC-TV Los Angeles, to Official Films, Beverly Hills, as West Coast sales manager.

Noel Corbett, formerly with Bob Hope Productions, Hollywood, to N. W. Ayer & Son, same city, handling publicity-promotion, CBS-TV's *That's My Boy,* succeeding **John Hurley,** who moves to Manning Public Relations Firm, N. Y.

Jean Louis, costume designer, Columbia Pictures and Screen Gems Inc., Hollywood, and Marcelle Martin were married Aug. 14.

Stephen Geray, tv film and motion picture actor, father of girl, Nina Roanne, Aug. 19.

Gil Williams, production manager, Van Praag Productions, N. Y., father of girl, Ann Harriet.

Rodney Amateau, Hollywood tv film director, father of girl, Aug. 21.

Fellows Tells Legion Of Fetters on Radio-Tv

NARTB president apprises Washington convention of the restrictions threatening free press.

A CREEPING BONDAGE is overtaking radio-tv, "the most powerful truth-telling media in the world today," the American Legion Convention in Washington was told Thursday by NARTB President Harold E. Fellows.

The decision of the Watkins Committee, Senate restrictions and pending legislation are evidences of this stifling of freedom, he said, adding that at least one state has a law prohibiting radio-tv pickups in courtrooms.

Thus the principle of a free press is threatened in America today, he said, charging that "these freedoms are being limited by those who hold the greatest public trust: the elected members of our legislative bodies." Newsmen, he continued, may cover Congressional hearings with the old-fashioned pencil "but not with other more modern instrumentalities, cameras and microphones."

Mr. Fellows reminded that the Communications Act of 1934 charged radio-tv licensees to perform in the public interest yet "by rule of the senior body of the Congress, the legislators limit the ability of the licensees to meet that requirement."

He answered the charge that tv disturbs decorum of proceedings by explaining that the tv camera operates without sound or special lighting and pooling arrangements can be set up to serve all networks and stations. He told of the coverage of a criminal trial by WKY-TV Oklahoma City by a tv film camera, with the judge lauding the conduct of tv personnel and lack of interference with the trial.

"Is it progress that the scientist should open the door to greater knowledge and the lawmaker close it?" Mr. Fellows asked. "Controlled by government, broadcasting can be employed insidiously to whip a nation's people into a fervor of hate—and spawn such a catastrophe of lies that truth has no face.

"Unfettered, this medium takes its rightful place with a free press as the people's lie-detector—a circumstance much to be desired in these days of silent witnesses and iron curtains."

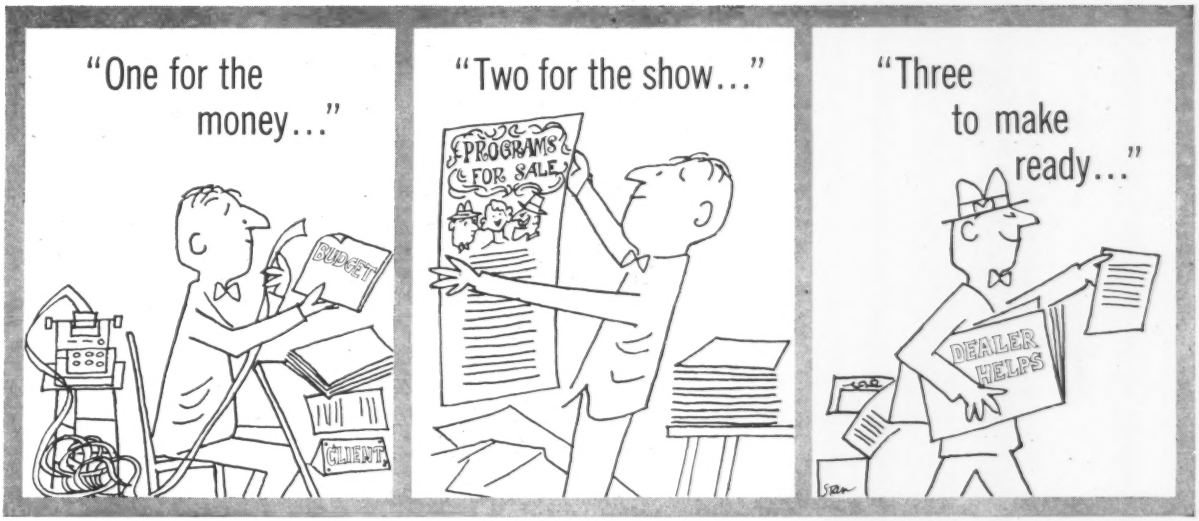
John Smith, NARTB manager of public affairs, addressed the Legion Auxiliary State Radio & Tv group on "Broadcasting's Role in Building Young Citizens." He described educational work of commercial stations and explained how Legion groups can work cooperatively with stations in reaching young people.

Voice of Democracy Contest in Planning

THE NATION's senior high schools are being enrolled in the eighth annual Voice of Democracy radio-essay contest, according to James D. Secrest, national chairman of the VOD Committee. Announcements are being made by the Office of Education, U. S. Dept. of Health, Education & Welfare.

Mr. Secrest, who is executive vice president of Radio-Electronics-Tv Mfrs. Assn., succeeds Robert K. Richards, recently resigned NARTB administrative vice president, as chairman of the annual contest, one of the nation's major public service promotions. VOD sponsoring organizations are NARTB, RETMA and the U. S. Junior Chamber of Commerce.

NARTB will send six five-minute model



"And Channel Four to Grow!"

This drama in four acts has had a continuous run ever since WSM-TV took to the airwaves as the pioneer station in this market almost four years ago—

DR. PEPPER BOTTLING CO.: *"After just six months on WSM-TV, sales of the six-bottle carton are double."*

FIDELITY FEDERAL SAVINGS AND LOAN ASSN.: *"In the 1½ years we've used WSM-TV our total assets have grown from $13 million to over $20 million."*

SO-TEN (MEAT TENDERIZER): *"Just three one-minute spots on WSM-TV supplied enough sales leads to last for weeks to come . . . our salesmen can't keep up!"*

M AND M CANDIES: *"Six months after buying a half-hour WSM-TV show our business is up 250% in this area, with jobber orders up as much as 600% in some cases."*

O'BRYAN BROTHERS, INC. (DUCKHEAD OVERALLS AND WORK CLOTHES): *"Without doubt the best advertising dollar we've spent in the past 23 years has been on WSM-TV."*

You, too, can get into the act by contacting WSM-TV's Irving Waugh or any Petry Man.

WSM-TV *Channel 4*

Clearly Nashville's # 1 TV Station

What can you do with $955?

No doubt about it, $955 is a tidy sum of dough. Enough to buy an extra ticket to Paris, say. Or to take a month's vacation after you arrive.

Or make a healthy down payment on a Chinchilla coat!

ON WOAY, $955 will buy 13 half hours!

WOAY, Oak Hill, is West Virginia's second most powerful station!

Its 10,000-watt signal covers 21 counties —

delivers a total Nielsen audience of 102,200 radio homes —

delivers an average daily Nielsen audience of 51,320 radio homes!

Write direct for availabilities.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

transcriptions about democracy to the nation's broadcasters prior to Oct. 5. These discs will be voiced by eminent Americans and are to be broadcast during National Radio & Tv Week, Nov. 7-13.

The VOD schedule calls for preparation of broadcast scripts by student entries during the week of Nov. 15-20. Broadcast stations will provide aid to students.

First in-school and community eliminations will be held Nov. 22-30, with community winners to be announced by Dec. 1. Community committees will handle cutting of transcriptions, packing and mailing for state and territorial judging, which will be completed by Dec. 28. Their winning essays will be mailed to national headquarters, 1771 N St., Washington 6, D. C., with national judging starting Jan. 4. The four winners will be announced Feb. 7. Awards will be presented Feb. 23, with the winners guests in Washington. They will participate in the annual patriotic celebration in Colonial Williamsburg, Va.

A contest along similar lines is now being conducted in Japan. Oscar Elder, NARTB assistant to the government relations vice president and former director of the VOD contest operation, has been awarded the Prince Takamatsu trophy in connection with the U. S. contest. The presentation was made by Hiromasa H. Suzuki, president of the Japanese National Student Assn. Both contests are described in a book, "The Teen Agers Dream," published by the association in both Japanese and English.

Montana Radio Group Elects Clark President

V. V. (BUD) CLARK, general manager of KOOK-AM-TV Billings, Mont., has been elected president of the Montana Radio Stations Inc., broadcasters' group, succeeding Ian A. Elliot, general manager, KATL Miles City, it was announced last week.

The broadcasters held their fall meeting last Monday and Tuesday near Flathead Lake and were addressed, informally, by FCC Chairman Rosel H. Hyde, who then was vacationing in the West.

Two resolutions were adopted by the group: (1) Urging a fact-finding survey, through NARTB, to study usage of music licensed by SESAC Inc. and payment for that use. The Montana broadcasters contend that the license fee charged by SESAC is out of proportion to the percentage of SESAC-controlled music used by the stations.

(2) Requesting the American Telephone & Telegraph Co. to study the standards of lines used for transmission of radio programs.

NARTB was represented by John F. Meagher, vice president in charge of radio, who made a public offer to SESAC to participate in a survey. W. F. (Jim) Meyers, SESAC manager of station relations, spoke for the firm in a floor discussion.

Joseph P. Wilkins, president, KFBB-AM-TV Great Falls, was re-elected vice president, and Charlotte Brader, general manager, KOJM Havre, was elected secretary-treasurer.

IBA Protests 45 Rpm Switch

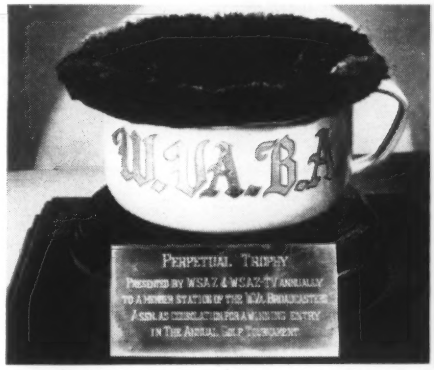
A RESOLUTION has been adopted by the board of directors of the Indiana Broadcasters Assn. protesting the action of the "recording manufacturers changing to 45 rpm without prior consultation with the broadcasting industry." The resolution was adopted at a meeting in Indianapolis a fortnight ago and claims the manufacturers' action "constitutes a breach of faith and subjects IBA member stations to unnecessary expense."

Broadcasters Challenge W. Va. Insurance Ruling

WEST VIRGINIA Broadcasters Assn. will ask the state attorney general to rule on constitutionality of a law passed by the last legislature which forbids broadcast or telecast of advertising for any insurance company not licensed by the state.

The association contends the law is unconstitutional. President L. H. Rogers, WSAZ-AM-TV Huntington, requested Alice Shein, WBTH Williamson, to investigate steps necessary to test the insurance law. New members added to the association's legislative committee at its Aug. 27-28 meeting held at White Sulphur Springs' Greenbrier Hotel were Robert W. Ferguson, WTRF-TV Wheeling; Walter Patterson, WHAR Clarksburg; Aud N. Archer, WCOM Parkersburg; Pat J. Flanagan, WHIS Bluefield, and Robert R. Thomas, WOAY Oak Hill.

The association is greatly expanding its legislative activity and plans to retain counsel to watch legislative developments affecting radio-



GENUINE MINK lines this chamber, presented at the Aug. 27-28 West Virginia Broadcasters Assn. Clinic to Tom Hall, salesman with WMOD Moundsville, W. Va., for lowest net score in the annual golf tournament which is held in conjunction with the Clinic. The trophy, to be held for a year, was presented by WSAZ-AM-TV Huntington, W. Va.

tv stations in the state. Member stations were urged to contact all Congressmen and Senators to give views on pending federal legislation, including the Bryson and Langer bills.

Nearly 100 delegates, double any past record, attended the meeting. FCC Comr. John C. Doerfer discussed regulatory problems, explaining the dangers that federal regulatory agencies encroach on local jurisdiction. He explained that FCC is enforcing the Communications Act as written.

Clinton M. Hester, general counsel of U. S. Brewers Foundation, spoke on common problems of brewers and media.

DBA to Organize W. Va. Unit

DAYTIME Broadcasters Assn. announced last week the appointment of a committee to organize a daytime group in West Virginia, 33rd state to be represented in the association.

The committee was appointed at a meeting of daytime operators Aug. 27 at White Sulphur Springs, W. Va. Jack Younts, WEEB Southern Pines, N. C., treasurer of the DBA, presided. Committee members are S. C. Bevins, WKYR Keyser; John S. Phillips, WHTN Huntington, and Walter Patterson, WHAR Clarksburg, all W. Va.

Warned Away

COMMITTEE of Conference of California Judges, a voluntary group of state and municipal judges in courts of record, advised members not to appear on commercially sponsored tv programs, even if programs are of a public benefit nature and that they accept no compensation for such appearances.

CBS Radio, Stations Boost NARTB Membership

NARTB membership jumped perceptibly last week as CBS Radio Network and its o&o stations joined the industry association.

NARTB President Harold E. Fellows also announced that KOB Albuquerque has joined the association to bring total membership of Time Inc. radio and tv properties to 100%.

Adrian Murphy, CBS Radio president, announced the network and its owned and operated stations have joined NARTB effective last Wednesday. CBS-TV and its owned tv stations already are NARTB members.

The CBS Radio owned stations and their managers are: KCBS-AM-FM San Francisco, Arthur Hull Hayes; KMOX St. Louis, Eugene Wilkey; KNX-AM-FM Los Angeles, William D. Shaw; WBBM-AM-FM Chicago, E. H. Shomo; WCBS-AM-FM New York, Carl Ward; WEEI-AM-FM Boston, Harvey Struthers. CBS-TV stations: KNXT (TV) Los Angeles, WBBM-TV Chicago and WCBS-TV New York.

Other Time Inc. properties are: KOB-TV Albuquerque; KLX-AM-TV Denver, and KDYL and KTVT (TV) Salt Lake City.

TRADE ASSN. PEOPLE

Jerry Danford, account executive, WABC-TV New York, to Broadcast Advertising Bureau, same city.

M. J. Rockford, president, MCA Artists Ltd., Beverly Hills, Calif., elected president, Radio-Television-Recording-Advertising Charities Inc., Hollywood.

Fred Barlow, City Lines Transit Adv. Co., Salt Lake City, named president, Salt Lake Adv. Club, succeeding **S. John Schile,** who moves to Portland; **John Carver,** Newspaper Agency Corp., named vice president.

Walt Disney and **Hal Adelquist,** tv division director, Walt Disney Productions, join Academy of Television Arts & Sciences, Hollywood. Other new members are writer **Gwen Bagni,** cinematographer **Russell Harlan,** actors **Leon Ames, Jim Backus, Ray Bolger, Jeanne Cagney, Jack Carson, Bob Crosby, Steve Dunne, Michael O'Shea, Gil Stratton Jr., Mr. and Mrs. Ronald Colman (Benita Hume).**

Ben Miller, public relations dept., Assn. of American Railroads, completed two-week active duty tour, Radio-Tv Branch, Dept. of Army.

F. Robert Bauer, owner-manager, KDB Santa Barbara, Calif., and **Hal Brown,** owner-manager, KBIS Bakersfield, Calif., members, Southern California Broadcasters Assn., elected to represent districts one and two, respectively, on SCBA board of directors. **Gene Lee,** general manager, KFXM San Bernardino, Calif., elected district three board director.

E. P. H. James, Wyatt Named Nielsen V.P.'s

E. P. H. JAMES, planning coordinator at KVOA-TV Tucson, Ariz., and former NBC and MBS executive, has joined A. C. Nielsen Co. as vice president and assistant to the president, the market research firm has announced. In his new capacity, he will work on development of "new improved research techniques."

Also announced was the election of William R. Wyatt as vice president of the market research firm. He will be responsible for all eastern territory station sales for the Nielsen

MR. WYATT

MR. JAMES

Station Index in his new capacity, continuing to work out of the New York office at 500 Fifth Ave.

Mr. James formerly was vice president of Mutual and for many years was in charge of advertising and sales promotion for NBC, as well as identified with advertising agencies. He is credited with establishing NBC's first research department and headed NBC sales planning for tv during its experimental years. He joined MBS after World War II, heading sales operations, and later became vice president for promotion, publicity and research.

A founder-member of the American Marketing Society, Mr. James belonged to the original Joint Committee on Radio Research, which pioneered on audience and coverage measurements. He also was a director of BMB and the American Television Society.

Mr. Wyatt has been with the Nielsen firm since last April when he joined as account executive on the Nielsen Station Index service. Previously he had served as director of member service for BAB and had been with station representative firms.

'Dragnet' Again, Says ARB; Three Replacements Make Poll

TOP-RATED tv program for the second straight month was NBC-TV's *Dragnet*, according to information released by the American Research Bureau. Ed Sullivan's *Toast of the Town* ranked second on the ARB list and was credited with reaching the largest number of individual viewers with an average of 3.3 viewers at each set. Three CBS Monday evening summer replacements were among August's top 10, according to ARB. These were *Public Defender, Masquerade Party* and *Summer Theatre*. The ARB figures, based on Aug. 1-7 viewing and by ratings and total viewers reached, follow:

	Program	Rating
1.	Dragnet (NBC)	44.2
2.	Toast of the Town (CBS)	39.2
3.	Public Defender (CBS)	34.2
4.	What's My Line? (CBS)	32.7
5.	Talent Scouts (CBS)	32.4
6.	Best of Groucho (NBC)	31.5
7.	I've Got a Secret (CBS)	30.0
8.	Masquerade Party (CBS)	28.9
9.	Summer Theatre (CBS)	28.8
10.	This Is Your Life (NBC)	28.4

	Program	Viewers
1.	Toast of the Town (CBS)	37,080,000
2.	Dragnet (NBC)	36,470,000
3.	Public Defender (CBS)	25,680,000
4.	Best of Groucho (NBC)	24,990,000
5.	Masquerade Party (CBS)	22,990,000
6.	I've Got a Secret (CBS)	22,740,000
7.	Talent Scouts (CBS)	22,480,000
8.	Red Skelton Revue (CBS)	22,230,000
9.	Private Secretary (NBC)	22,120,000
10.	What's My Line? (CBS)	22,030,000

'Dragnet', Then 'Defender' Top Nielsen's Tv Ratings

CBS-TV's *Public Defender* moved into second place in the National Nielsen Ratings, with NBC-TV's *Dragnet,* a constant favorite, occupying first place, according to a Nielsen survey for the two weeks ending Aug. 7.

Complete listings of the top 10 programs:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Dragnet (NBC)	12,086
2.	Public Defender (CBS)	9,075
3.	Pabst Blue Ribbon Bouts (CBS)	8,755
4.	Best of Groucho (NBC)	8,737
5.	Ford Theatre (NBC)	8,664
6.	Toast of the Town (CBS)	7,993
7.	Robt. Montgomery (Johnson) (NBC)	7,626
8.	I've Got a Secret (CBS)	7,533
9.	This Is Your Life (NBC)	7,452
10.	Kraft Tv Theatre (NBC)	7,444

Per Cent of Tv Homes Reached

Program Station Basis

Rank	Program	Homes (%)
1.	Dragnet (NBC)	40.9
2.	Public Defender (CBS)	31.1
3.	Ford Theatre (NBC)	31.1
4.	Pabst Blue Ribbon Bouts (CBS)	29.8
5.	Best of Groucho (NBC)	29.8
6.	Toast of the Town (CBS)	27.9
7.	Kraft Tv Theatre (NBC)	27.5
8.	What's My Line (Remington) (CBS)	27.0
9.	I've Got a Secret (CBS)	26.8
10.	This Is Your Life (NBC)	26.7

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Advertisers Increase Spot Buying on Radio

GENERAL increase in the number of radio stations being used by major national spot advertisers was reported last week by Executives Radio-Tv Service, Larchmont, N. Y.

Citing data contained in its monthly "Spot Radio Report," the firm said a check of 50 leading national advertisers in 14 different product categories showed they are currently buying time on a total of 2,013 radio stations as compared with 1,883 stations used during the same month in 1953.

NETWORK BILLINGS SHOW 19% GAIN

Gross time sales for first seven months of '54 reach $257 million for radio-tv networks.

GROSS TIME SALES on the national radio and television networks during the first seven months of 1954 reached a total of $257,051,500 for a gain of almost 19% over those for the comparable period of 1953.

These figures were computed from data compiled by Publishers Information Bureau, which showed that while gross time sales on the four nationwide radio networks declined almost 11.5% in the 1954 January-July period, television network gross time sales climbed approximately 42.7% over the same span.

Tv network figures aggregated $172,957,857 as against $121,190,222 for the first seven months of 1953, while radio network totals were $84,093,643 for January-July this year as compared to $95,001,140 for the same period a year ago.

For July 1954 alone, network radio's gross time sales totaled $9,567,329, representing a drop of approximately 22% from the July 1953 total of $12,226,249. ABC was the only radio network to show a gain (about 3.3%) over July 1953. Network television's July 1954 figure of $22,944,803 represented an increase of 41%—almost the same rate of growth for the entire seven-month period—over July 1953's $16,217,790.

The PIB figures show seven-month television totals for 1954, network by network, as follows: CBS-TV $77,777,963; NBC-TV $70,443,559; ABC-TV, $17,517,945, and DuMont, $7,218,390.

For radio, the 1954 January-July totals are listed as follows: CBS Radio $33,604,356; NBC $20,697,370; ABC $17,269,420; Mutual $12,522,497.

The PIB tables:

NETWORK RADIO

	JULY 1954	JULY 1953	JAN.-JULY 1954	JAN.-JULY 1953
ABC	$2,098,823	$ 2,030,989	$17,269,420	$17,386,830
CBS	3,889,547	4,870,463	33,604,356	36,162,972
MBS	1,451,767	1,830,467	12,522,497	13,224,219
NBC	2,127,192	3,494,330	20,697,370	28,227,119
TOTAL	$9,567,329	$12,226,249	$84,093,643	$95,001,140

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152*	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677*	1,555,196*	2,618,614	10,761,481
July	2,098,823	3,889,547	1,451,767	2,127,192	9,567,329
TOTAL	$17,269,420	$33,604,356	$12,522,497	$20,697,370	$84,093,643

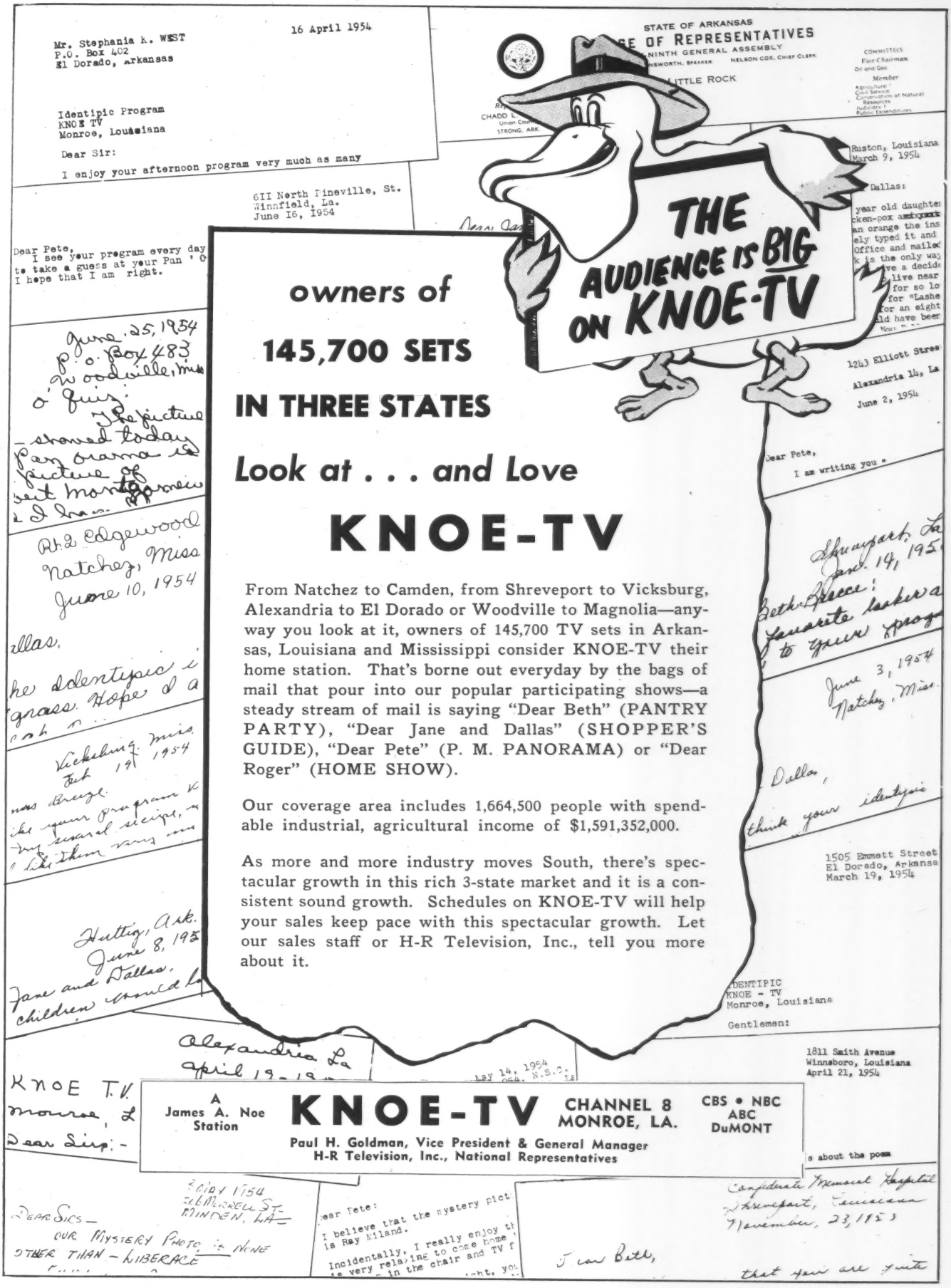
NETWORK TELEVISION

	JULY 1954	JULY 1953	JAN.-JULY 1954	JAN.-JULY 1953
ABC-TV	$ 2,310,281	$ 1,299,471	$ 17,517,945	$ 11,175,743
CBS-TV	11,861,534	7,422,337	77,777,963	51,659,088
DTN	623,455	592,890	7,218,390	6,083,211
NBC-TV	8,149,533	6,903,092	70,443,559	52,272,180
TOTAL	$22,944,803	$16,217,790	$172,957,857	$121,190,222

NETWORK TELEVISION TOTALS TO DATE

	ABC-TV	CBS-TV	DTN	NBC-TV	TOTAL
Jan.	$ 2,780,574	$10,713,329	$1,445,608	$10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879*	11,448,180	778,920	9,990,729*	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
TOTAL	$17,517,945	$77,777,963	$7,218,390	$70,443,559	$172,957,857

*Revised as of Aug. 27, 1954. Source: Publishers Information Bureau.


THE AUDIENCE IS BIG ON KNOE-TV
owners of
145,700 SETS
IN THREE STATES
Look at . . . and Love
KNOE-TV
From Natchez to Camden, from Shreveport to Vicksburg, Alexandria to El Dorado or Woodville to Magnolia—anyway you look at it, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi consider KNOE-TV their home station. That's borne out everyday by the bags of mail that pour into our popular participating shows—a steady stream of mail is saying "Dear Beth" (PANTRY PARTY), "Dear Jane and Dallas" (SHOPPER'S GUIDE), "Dear Pete" (P. M. PANORAMA) or "Dear Roger" (HOME SHOW).
Our coverage area includes 1,664,500 people with spendable industrial, agricultural income of $1,591,352,000.
As more and more industry moves South, there's spectacular growth in this rich 3-state market and it is a consistent sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Let our sales staff or H-R Television, Inc., tell you more about it.
A James A. Noe Station
KNOE-TV CHANNEL 8 MONROE, LA.
CBS • NBC ABC DuMONT
Paul H. Goldman, Vice President & General Manager
H-R Television, Inc., National Representatives

'CAROL' STORMS THROUGH NEW ENGLAND TOPPLING ONE TV, TEN RADIO TOWERS

Many New England stations suspend regular programming to carry hurricane warnings and disaster information.

NEW ENGLAND'S disastrous "Hurricane Carol," which last week wrought up to a half-billion dollars in destruction, killing 50 persons and injuring about a thousand, also was disastrous for a number of radio-tv facilities in the area, first reports indicated last week.

Casualties to the high winds were the 649-foot tower of WBZ-TV Boston, which toppled and also destroyed some of the Westinghouse Broadcasting Co. outlet's second floor offices; a 375-foot directional tower operated by WTAG-AM-FM Worcester; the tower of WVOM Brookline (Boston), and two towers of WPJB-AM-FM Providence. WNAC Boston lost the tops of two of its three radio towers to the hurricane and the two towers of WEAN Providence were downed.

The fm tower of WPRO Providence was flattened, putting the WPRO-FM facility off the air, and a power failure put WPRO-AM off the air for two hours Tuesday afternoon. Except for that interruption, WPRO-AM operated at full power. The tower of WICE Providence was knocked down and its transmitter and sight washed away from its location at Bold Point in East Providence. WICE will be off the air at least 60 days.

Electric power failures were presumed to have put many stations off the air.

Broadcasters rose to the emergency both before and after the storm struck Tuesday.

WTAG's directional tower was two-thirds knocked down but broadcasting was not affected. The station used one of its three gas-powered generators at its transmitter at Holden.

Warning Bulletins

WTAG had been airing hurricane warning bulletins since the previous evening, maintaining contact with the Weather Bureau in Boston, the Worcester airport and civil defense headquarters. Station personnel manned telephones, answering queries from listeners mindful of last year's tornado disaster there.

A WTAG mobile unit went to Holden and taped an interview with station news commentator Jim Little and Cliff Davis, weatherman, of the Worcester *Evening Gazette*. Special bulletins warned listeners to beware of fallen wires and other hazards.

Lyda Flanders, on her weekday *Modern Kitchen*, rallied her listeners to act quickly to preserve fruits torn from trees by the wind, airing emergency canning recipes.

WBZ General Manager Paul Mills was credited with some quick thinking which possibly saved many lives. Acting on a "hunch," he ordered all employes out of the sales, traffic and promotion offices to the first floor a few seconds before the tower fell at 12:10 p.m.

Damage to WBZ-AM-FM-TV facilities was estimated at a half-million dollars when the tower snapped at the 200-foot mark and tons of steel fell across the nearby two-story building which houses the stations. Cost of a new tower was estimated at a quarter-million dollars. Insurance fully covered all damage.

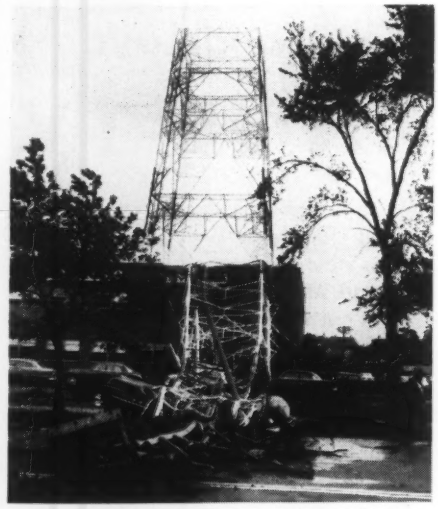
WBZ-TV was off the air from 12:10 p.m. to 9:10 p.m., resuming telecasting with the use of a 216-foot standby tower, installed in 1951 for emergencies. WBZ was off the air for less than three minutes because of a power failure.

One employe, Joyce Johnson, 20, received minor injuries when debris fell around her.

W. C. Swartley, WBZ-TV general manager, in Chicago at an NBC affiliates meeting, returned to Boston by air, and W. H. Hauser, chief engineer, drove back from a vacation on Cape Cod.

A 100-man emergency clean-up crew removed the debris of the tower within an hour to clear a roadway. Films of the destroyed tower were made by WBZ-TV and fed to NBC-TV by WNAC-TV Boston, CBS affiliate. WBZ radio supplied news to WJAR-TV Providence, cut off from news wire service to Boston by power failures. WJAR-TV, operating on emergency power, could transmit only network programs. The station resumed regular programming Friday with the arrival of a Caterpillar mobile electric set which enabled the station to return to full power.

When the tops of two of WNAC's three radio towers were downed at 10:40 a.m. Tuesday, the station continued on the air under emergency power from a diesel-operated generator.



THIS is what remained of the 649-foot tower of WBZ-TV Boston after it was toppled over by last Tuesday's New England hurricane. *Boston Post* photo shows how the tower fell across the building housing WBZ-AM-FM-TV studios and offices, causing total damages of a half-million dollars, with replacement for the tower estimated at a quarter-million dollars.

The Yankee Network key station continued on the air all day with messages from state police, Gov. Christian Herter's office, civil defense agencies, municipalities and others. Storm warnings were broadcast about every 10 minutes, the station said.

The WNAC radio towers are in Burlington, Mass. A 40-foot segment was blown from one, a 50-foot portion was bent over from the second and the third was left intact.

WNAC-TV was put off the air at 11:02 a.m. because of a power failure, but returned to operation sometime later.

It was the second time WEAN Providence, another Yankee outlet, had lost its two radio towers. The first time was during the hurricane of 1938.

WWLP (TV) Springfield instituted an emergency program under direction of William L. Putnam, treasurer and stockholder. The tv station claims it was the only one in that area on the air without interruption, with John Quill, weatherman for the ch. 61 outlet, on the air almost continuously.

The telephone company sent a truck to WWLP's mountain transmitter location to keep a studio quiz show—depending upon telephone calls—from being interrupted. When network service was interrupted, the station maintained service by its own microwave link.

WPJB Providence was thrown off the air when its two transmitter towers were blown down.

WMTW (TV) Poland, Me., with transmitter located on the top of Mt. Washington, N. H., reported winds up to 150 miles per hour, but no damage to its transmitter. When the hurricane hit, WMTW was installing a microwave disc and the end of the transmitter building was open, but the disc was anchored down.

WVDA Boston stayed on the air throughout the hurricane, breaking into programs from 10 a.m. to 6 p.m. to air information on the disaster, according to Lambert Beeuwkes, general manager. The station had four crews of news reporters roving the area from Gloucester, Mass., to Newport, R. I., with tape recorders and beeper phones.

WVDA newsmen interviewed other newsmen at WBZ-TV regarding the destruction of the latter's tower. Rod MacLeish, WVDA news chief, fed ABC an all-New England roundup on the hurricane, Mr. Beeuwkes said.

WKBS Mineola, L. I., N. Y., reported it gave continuous barometer readings from Montauk Point to New York City during the hurricane and was able to predict for listeners the exact center of the storm as it approached and hit Long Island.

Telephones Out

WEIM Fitchburg, Mass., was cut off the air and for a while both power and telephone services were interrupted as falling trees pulled down poles and wires in three places along the feed to its transmitter on Alpine Road.

Power was restored first and WEIM operated as usual from its studios by using its mobile unit to replace the downed telephone wires. Telephone wires were back to normal two hours after power was restored, with Chief Engineer Ted Kalin and engineers Jim Gould and Cliff Ey helping restore the station to the air.

WCOP Boston remained on the air without interruption, abandoning all regular programs in favor of transmitting reports on progress of the hurricane, flashes from stricken communities and warnings.

Roland C. Hale, chief engineer and assistant station manager, ordered an auxiliary gasoline-driven generator out to take over power problems. Bill Marlowe aired reports furnished by the *Boston Post* editorial staff. He was relieved by Ellie Dierdorff, Jim Brokaw and Carl Stuart.

Boston Post Promotion Manager Mark Finley coordinated radio news coverage.

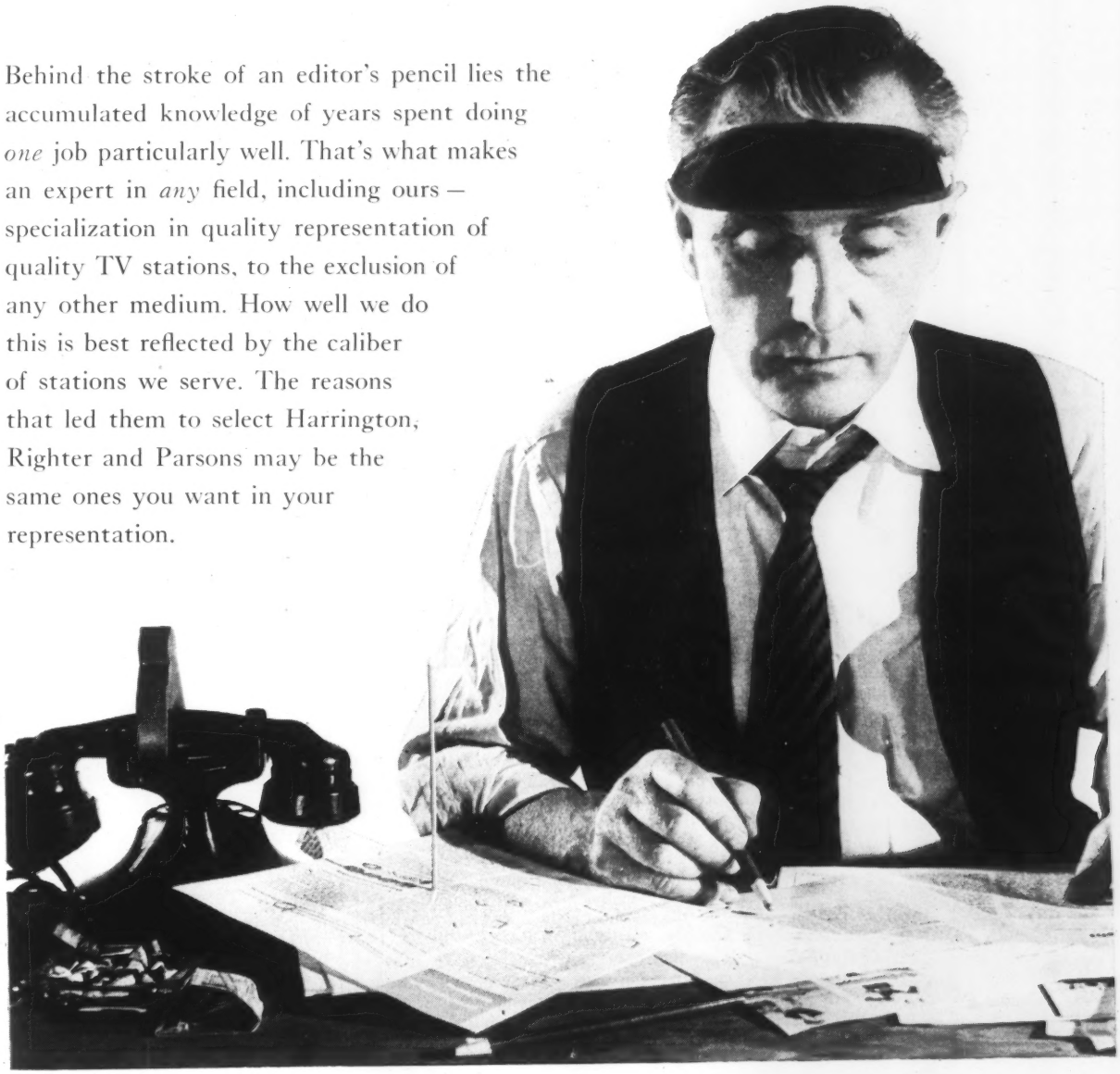
New York stations as a whole stepped up their presentations of special programs and bulletins on progress of the hurricane, traffic reports, accounts of damage, etc. WNBC was off the air for 29 seconds while auxiliary equipment was put into use when power failed.

On Long Island, in the hurricane's path, some stations were less fortunate. WPAC and WALK Patchogue were reported off the air throughout Tuesday due to the power failure.

WHLI Hempstead, L. I., using its emergency generator from sign-on Tuesday morning, missed no airtime, called in off-duty personnel, and provided listeners with bulletins every five minutes, plus on-the-scene reports and interviews in flooded areas. WHLI estimated at least 100 special spot announcements were bought by utilities companies, stores announcing postponements of scheduled sales, and the like.

Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing *one* job particularly well. That's what makes an expert in *any* field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.



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New York
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the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

WTVD(TV), KOVR(TV) BEGIN OPERATIONS

START of regular programming has been reported by two new tv stations, increasing to 395 the number of operating video outlets.

WTVD (TV) Durham, N. C., the first local tv there, began commercial operations last Thursday as a primary affiliate of NBC and ABC networks, Harmon L. Duncan, president, has announced. The ch. 11 station, on test patterns since Aug. 16, went on the air Thursday at 6:45 p.m. with a 15-minute opening ceremony and then switched to network shows. A formal dedication will be held in a few weeks, the station said. Headley-Reed Tv Inc. is national representative.

KOVR (TV) Stockton, Calif., serving northern California including San Francisco, will hold its inaugural program today (Monday) from the State Fair in Sacramento, A. E. Joscelyn, general manager, has reported. The ch. 13 outlet is owned by Television Diablo Inc. and began test patterns Aug. 29. Blair Tv is national representative.

Reports from other stations:

KSWM-TV Joplin, Mo., began test patterns Aug. 26 and will start regular programming Sept. 19, Austin A. Harrison, president, has announced. The station will be affiliated with CBS and represented by Venard, Rintoul & McConnell.

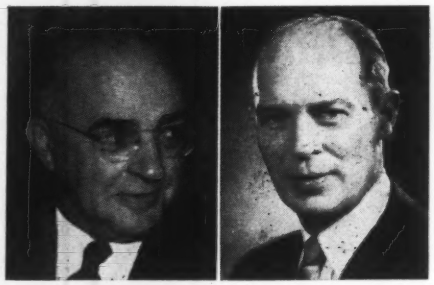
KUTV (TV) Salt Lake City expects to begin test patterns tomorrow (Tuesday) and test programming, local and network, Sept. 11 through Sept. 25, Frank C. Carman, president and general manager, has reported. The night of Sept. 25 is set for the opening with a two-hour program. Start of regular programming for the ch. 2 outlet will begin Sept. 26. The station is affiliated with ABC and represented by George P. Hollingbery Co.

WMTW (TV) Poland, Me., began test patterns last Tuesday and plans to start commercial programming Sept. 25 affiliated with ABC and CBS, John H. Norton Jr., vice president and general manager of the ch. 8 outlet, has announced.

WINT (TV) Waterloo (Ft. Wayne), Ind., will begin programming Sept. 26 as a CBS affiliate, R. Morris Pierce, president, has reported. The ch. 15 station is owned by Tri-State Television.

CKLW-TV Windsor, Ont., also serving Detroit, has started test patterns and plans to begin programming Sept. 16, J. E. (Ted) Campeau, president, has reported. Opening ceremony will feature appearances by American and Canadian officials and entertainment personalities.

REPRESENTATION contract between WTVW (TV) Milwaukee and Edward Petry & Co., New York, is negotiated by (l to r): seated, Mr. Petry; L. F. Thurwachter, WTVW executive vice president; standing, Tom Allen, business manager and a director, and L. F. Gran, chairman of the board, both WTVW. The ch. 12 station is due on the air Oct. 31.



RALPH EVANS (l) is executive vice president of Central Broadcasting Co., licensee of WHO Des Moines, Iowa. Ralph Evans (r) is director of the Color Technology Div., Eastman Kodak Co. B•T's Aug. 30 story of the NBC Radio Affiliates committee to study the future of radio networks incorrectly pictured Mr. Evans (r) when it should have pictured Mr. Evans (l).

NBC SPOT SALES SETS AUGUST HIGH

RECORD $4.25 million in radio and television billings was signed by NBC Spot Sales during August for a 30% gain over the total for the same month last year, Spot Sales Director Thomas B. McFadden announced last week.

"These figures represent net dollars for confirmed orders, making this the best August in terms of sales in the history of NBC Spot Sales," Mr. McFadden said.

A breakdown of the August totals showed radio billings up approximately 50% over August 1953 while tv billings gained 28%, he reported.

Mr. McFadden found the increase in radio sales "particularly noteworthy, because it reflects a growing cultivation of radio as an advertising medium by those who recognize that radio is still the most economical and best buy for advertisers."

He continued:

"The television increase reflects the growing practice of clients not to relinquish their time periods during the summer months in order to safeguard their time franchises. At the same time, part of the increase is due to the fact that other advertisers are buying time earlier each year in order to obtain the best remaining availabilities."

NBC Spot Sales represents 16 radio and tv stations, including NBC o&o's, plus the Crosley group of radio-tv outlets in markets outside New York and Chicago.

WJIM-AM-TV Appoints Petry

APPOINTMENT of Edward Petry & Co., New York, as WJIM-AM-TV Lansing, Mich., national representative for both radio and tv operations, effective Oct. 1, has been announced by Willard E. Walbridge, executive vice president and general manager of the stations.

Advertisement

Run-away success public service radio campaigns are few and far between, and their results are hard to measure. But in Houston, KTRH points to one such campaign that produced immediate, tangible results.

For several years, the Agricultural Experiment stations of the Texas A&M College System had been working on a new cantaloupe for Gulf Coast growing. Their new Rio Gold melon was tested by the college and, at the end of 1953, pronounced ready for wide-distribution testing. The only problem: finding people all over Texas willing to grow it.

George Roesner, KTRH farm director, offered A&M the station's public service time for announcements. Early this year, KTRH ran a schedule offering listeners the cantaloupe seeds, along with a packet of an unusual variety of cockscomb seeds. Both packets would be sent without charge. The campaign began in January and ran for five weeks, through mid-February, 1954.

Announcements were made on Farm Director Roesner's broadcasts and during early-morning hours directed to the farm and home audience. Anyone could ask for the seeds, but it had to be in writing.

The announcements stated that the Rio Gold cantaloupes had been developed for the Coast area, but no restrictions were imposed as to listeners' places of residence.

During the five weeks, more than 40,000 cards and letters came to KTRH from 209 counties and parishes in Texas and Louisiana. Of special interest to KTRH was this fact: the station's half-millivolt contour includes only 80 counties and parishes. According to the contour map, coverage extends for 600 miles along the Gulf Coast and reaches inland 80 to 175 miles, embracing 3.7 million people.

But requests for seeds came from a far greater area than that. The counties did cover about 600 miles of coastline, but extended 100 to 280 miles inland, and embraced 5 million people.

The college, of course, is delighted. And KTRH has a new mail map, and confirmation of area coverage.

40,000 requests for seeds from 209 Texas counties and Louisiana parishes in five weeks!

"OPERATION SEEDS"—a public service promotion campaign which resulted in the distribution to listeners of forty thousand packets each of cantaloupe and cockscomb seeds—brought mail in classifiable quantities from 125 Texas counties and Louisiana parishes shown in darker shading on the mail map, and from 84 "heard from" counties. **OVER FIVE MILLION PEOPLE** live in this area in **1,423,000** RADIO HOMES. They earned a CONSUMER SPENDABLE INCOME of **$6,402,205,000** in 1953, and spent **$4,965,559,000** of it in RETAIL PURCHASES. KTRH can reach this fabulous market with your advertising message just as it did in "OPERATION SEEDS."

- Dark Area—NARTB Classification
- Light Area—"Heard from" counties
- Statistics—CONSUMER MARKETS—1954

National Representative—
John Blair & Co.

Southwestern Representative—
Clarke Brown Co.

K T R H

740 kc **50 kw** **CBS**

HOUSTON

Population now One Million

Radio Railroaded by the Sante Fe

RADIO's been working on the railroad—but without deserved recognition—G. B. McDermott, president of KBUR Burlington, Iowa, declared in a letter to Sante Fe Railroad President F. G. Gurley.

The criticism came about after Mr. Gurley had inserted a "paid for" advertisment in the Burlington *Hawkeye Gazette* praising individuals, groups and companies for services rendered in connection with the crackup of the Sante Fe "Chief" in Lomax, Iowa, but made no mention of the part radio had played in reporting the disaster.

Mr. McDermott spoke up for KBUR as well as neighboring stations (KSGI Madison, WGIL Galesburg and WKAI Macomb) when he protested the complete disregard of radio's contribution during the emergency—in spite of the fact that radio told the story ". . . almost as it happened . . ." while the *Hawkeye Gazette* did not have an issue on the streets "until 24 hours after the accident."

Here are some of KBUR's credits on the Lomax scene:

- A brief flash to the radio audience as soon as the report was received.
- A radioed request for doctors and ambulances.
- Regularly-scheduled broadcasts and station break news briefs, as often as every five minutes.
- A station crew dispatched to the disaster scene to interview passengers and report happenings.
- Use of a mobile shuttle car to report news flashes when telephone lines were tied up.
- Entire KBUR crew worked; flashed vital police messages to citizens.
- Identified injured by checking hospitals and relayed the information to the Burlington area, Associated Press Wire Service and the ABC newsroom in New York.
- Answered "hundreds" of telephone inquiries.
- Had the complete story in most homes within four or five hours after the wreck. Carried bulletins into the following morning.
- All this, before any of the local newspapers had even gone to press.

In his letter, Mr. McDermott pointed out that radio brings news and information fast and "doesn't expect to be paid for rendering public service in time of emergency, nor do we wish to receive 'paid' thank you advertisements. . . ."

"And it is also quite peculiar to note that the newspaper in which you chose to place your 'paid-for' thank you note," wrote Mr. McDermott, "rendered you, the railroad, your passengers and your victims, no service whatsoever. . . ."

ALLEN CRIME PROGRAM CONCEALS MR. 'X' NAME

Steve Allen admits bowing to pressure not to use the name of a garment manufacturer with a police record.

COMEDIAN Steve Allen undertook a "serious" anti-crime documentary Tuesday night on NBC's WNBT (TV) New York, which the station claimed drew favorable response but which also created something of a "whodunit" with Mr. Allen the chief character.

During the special program, which was sustaining and on the New York station only, Mr. Allen mentioned that he had bowed to "pressure" not to use the name of a garment manufacturer with a police record. The person was referred to on the program only as a "Mr. X." New York newspapers identified Mr. X as Benjamin Levine, garment maker, whose whole record, according to Jack O'Brian, New York *Journal-American* columnist, "extends through 'Murder Inc.' back to 1910."

At a news conference later, Mr. Allen explained that the decision not to mention Mr. X's name on the program was his own because he feared that the station, although he believed it would have backed him, may have been obliged to postpone or cancel the program. The show, called "The Tenth Commandment," was slated to run from 11:20 to midnight, but ran over some 35 minutes. The anti-crime, anti-racketeering progam was scheduled in the place of Mr. Allen's usual weekly variety show on at that time.

The alleged "pressure" was in the form of telephone calls to Mr. Allen and to station officials. Mr. Allen, whose avocation is studying crime, was said by WNBT to have collected for some six years the material used in the program's script. The station said NBC attorneys had approved the script before the broadcast.

The station, in an official statement Wednesday, also said a meeting was held at WNBT the afternoon before the broadcast at which time Mr. Allen told station executives of "numerous telephone calls exerting pressure on him to delete Mr. X's name." Mr. Allen said he had "reluctantly promised not to reveal the name." On the program, Mr. Allen said he had "regretted" having made the promise. WNBT said it "should like to state categorically that this station has not been and will not be successfully 'pressured' by any person or group."

Since 25 copies of the advance script had been distributed four or five days before the show to people appearing on it, it was assumed that the information was relayed by somebody to the callers exerting the "pressure," according to Mr. Allen and station spokesmen.

Early Wednesday evening, Mr. Allen was questioned for two hours at District Attorney Frank S. Hogan's office about the incident in an effort to determine whether the alleged pressure was of a criminal nature, adding up to threats or coercion. Mr. Allen, questioned upon leaving, said he had no comment.

Going Up

THE HEIGHT which man may reach has been demonstrated by KWTV (TV) Oklahoma City which, with the placing of the antenna atop its tower last Wednesday, brought the height of "the world's tallest man-made structure" to 1,572 ft. Edgar T. Bell, executive vice president of the station, reports that it expects to be operating at full 50 kw power Oct. 1.

Rosenak Buys 10% Share In WCAN-TV for $50,000

THEODORE ROSENAK, advertising director at Blatz Brewing Co., Milwaukee, has purchased a 10% interest in ch. 25 WCAN-TV there, it was announced last week by Lou Poller, president of Midwest Broadcasting Co., station operator. Price was $50,000. Sale of the minority holding is not subject to FCC approval.

MR. ROSENAK

Concurrently, Mr. Poller announced that Mr. Rosenak has been elected to the board of directors of Midwestern Broadcasting. Prior to joining Blatz in 1951, Mr. Rosenak was with the Joseph Schlitz Brewing Co. as director of advertising and merchandising. While with Schlitz he handled introduction of the *Halls of Ivy* radio series and the *Pulitzer Prize Playhouse* in tv.

Bartell Starts Stock Plan, Gives Shares to 22 Employes

STOCK PLAN covering employes at three stations—WOKY-AM-TV Milwaukee, WMTV (TV) Madison and WAPL Appleton, all Wisconsin—has been announced by Bartell Broadcasters Inc. and Bartell Television Corp.

Shares of stock were distributed to 22 employes of the three stations Aug. 29 at a breakfast meeting in Milwaukee's Schroeder Hotel. Lee Bartell, secretary-treasurer of Bartell Broadcasters Inc. (WOKY-AM-TV and WAPL), said it was "just the beginning of a plan" which ultimately will cover about 75 employes. Gerald Bartell, president of Bartell Broadcasters Inc. and Bartell Television Corp. (WMTV), issued this statement:

"Every employe wants to feel he is in a large measure working for himself and his fellow workers. As we spread the ownership of our companies, to those who make them what they are, we know that a greater effort and greater success will result."

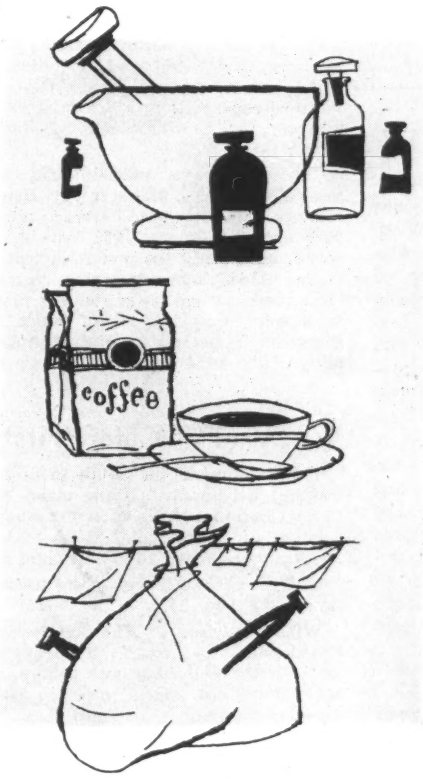
Between two and 20 shares will be distributed to each employe on the basis of "loyalty, service and other qualities" rather than under any contractual requirements, according to Lee Bartell. Selections will rest with the board of directors of each firm.

Naylor Heads WBRC-TV Sales

OLIVER NAYLOR, local sales manager for Storer - owned WBRC-AM-TV Birmingham, Ala., has been promoted to general sales manager of WBRC-TV, J. Robert Kerns, vice president - managing director of licensee Birmingham Broadcasting Co., has announced. Mr. Naylor, popularly known as "Red" Naylor, joined WBRC-AM-TV in 1950 as time salesman. He was named local sales manager of the stations in July 1953.

MR. NAYLOR

Station Uses AP News To Build *More* Revenue From *Present* Sponsors



WPLH, at Huntington, W. Va., was carrying a heavy load of "spots" but had room for additional sponsorships of its popular five-minute AP news programs.

General Manager F. J. Evans analyzed his list of sponsors. One of the heavy "spot" users was Lawrence Drug, which had been a sponsor with the station since WPLH went on the air in 1946. The "spots" had done a good job for the firm. Wouldn't one of the five-minute news programs do a better one? A WPLH account executive talked it over with the druggist, and he agreed.

Within a month Evans had shifted two more satisfied "spot" buyers to five-minute AP news. One was B&B Food Market, featuring its own brand of coffee. The other was Pilgrim Laundry. And in each case, the sponsor's satisfaction increased.

In a multi-station community, Evans says, *"Make the most of what you already have. In our case, it paid off for the station and for our sponsors."*

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . . know the most famous brand in news is AP

Walbridge to Manage Houston Ch. 13 Outlet

APPOINTMENT of Willard E. Walbridge as general manager of KTLK (TV) Houston was announced last week by John T. Jones, president of Houston Consolidated Tv Co., ch. 13 permittee, and of the Houston *Chronicle*, part owner of the new tv outlet now under construction.

MR. WALBRIDGE

Formerly executive vice president and general manager of WJIM - AM - TV Lansing, Mich., Mr. Walbridge assumes his new duties with KTLK on Sept. 15. Prior to his post with WJIM, he was station manager at WWJ-TV Detroit.

Mr. Jones reported that steel for the KTLK tower arrived last week and the tower is now under construction. No target date has been announced for initial operation.

WCOV-TV Goes to 200 kw

EFFECTIVE Sept. 10, WCOV-TV Montgomery, Ala., ups power to 200 kw, with technicians now making last minute adjustments on the new RCA 12½ kw transmitter. Additionally, according to Hugh M. Smith, general manager, WCOV-TV is constructing a completely new Radio-Tv Center which will house both am and tv units and is expected to be ready for occupancy by Nov. 1. WCOV-TV is a primary CBS affiliate and also is affiliated with ABC, NBC and DuMont.

Super Salesmanship

MANY of New York's agencymen can't get away from it all—even on Saturday. WNBC New York reports it has hired an airplane to cruise around Long Island Sound on Saturdays, towing such messages as: "Ad Men! Time is Going Fast on WNBC—Buy Now!" The plane flies along the shores of Long Island, Westchester County and lower Connecticut. According to Max Buck, promotion director of WNBC-AM-TV, the heavy concentration of advertising personnel in those areas on weekends makes the "cost per thousand of airplane advertising mighty low."

Jones Promoted at WTOP-TV

THOMAS BOWIE JONES, creative producer-director for WTOP-TV Washington, has been promoted to program director succeeding H. Thomas Tausig who has resigned to go into other television activities. Mr. Tausig will remain with the station as a program department consultant until Sept. 11.

MR. JONES

Mr. Jones majored in speech and drama at the U. of Maryland. He was one of the first students chosen by WTOP-TV in June 1951 to launch a special student training program in cooperation with that university.

MAKING PREPARATIONS for a 52-week campaign by V. La Rosa & Sons Inc., Italian food manufacturer, over WABD (TV) New York, DuMont o&o station, are (l to r): Horace Hagedorn, vice president, Kiesewetter, Baker, Hagedorn & Smith Inc., La Rosa agency; Norman Knight, WABD general manager; Vincent S. La Rosa, firm's vice president in charge of advertising; Peter La Rosa, firm's president, and Joseph Giordano, assistant to the president. The campaign, starting Sept. 28, includes sponsorship of the weekly half-hour *Waterfront* film series, spots and participations.

WNBT (TV) Hits New High In Monthly Net Billings

THE HIGHEST monthly net billings total in the station's history—$2.5 million—was recorded by NBC-owned WNBT (TV) New York in August, helping to insure 1954's being WNBT's best year yet, General Manager Hamilton Shea announced last week.

He reported that the station's sales figures for the first two months of the third quarter of 1954 "surpass that same period of 1953 by well over 60%, already establishing 1954 as the banner year in the station's history."

The August surge was attributed to heavy purchases by advertisers in such product categories as food, department store, automotive, beverage, and tobacco. New orders included Piel's beer, Chevrolet Motors, Ballantine beer, Wrigley chewing gum, Brown & Williamson tobacco, Guild wine, Standard Brands and Nestle Co.

"These increases reflect broad advances," said WNBT Sales Manager Jay Heitin. "For instance, sale of time to beverage products was 50% ahead of August 1953, with drugs 153% ahead, and with the entertainment industry buying 236% more than last year. Longer term contracts and fewer summer hiatus privileges were exercised, all of which has contributed substantially to the growth and stability of the 1954 record."

WBTV (TV) Color 'First'

"FIRST station in the South to originate and transmit a colorcast" is the claim of WBTV (TV) Charlotte, N. C., after the Aug. 22 presentation of several color slides and an Aug. 24 locally originated 20 minute color film show.

CBS-TV's *The Big Payoff* was telecast by the station on Aug. 25.

WBTV licensed to The Jefferson Standard Broadcasting Co., reports it has been on the air with the color bar test pattern since last May 14 and now runs a color test pattern each weekday morning.

Turnbull New WJPG President

ELECTION of Andrew B. Turnbull as president and publisher of the Green Bay (Wis.) Newspaper Co. *(Press-Gazette)*, operators of WJPG there, was announced last week at a meeting of the board of directors. Mr. Turnbull succeeds Victor Minahan, who died recently. John M. Walter, WJPG manager, was elected secretary.

WDIX Boosts Power to 5 kw

POWER BOOST from 250 w to 5 kw has been announced by WDIX Orangeburg, S. C. Concurrently, the station changed its frequency from 1450 kc to 1150 kc. WDIX went on the air in December 1946 as WRNO and changed its call letters to WDIX in July 1950. It claims 172,500 homes with a population of 641,000 in its coverage area.

KSDA Debuts in Redding

KSDA Redding, Calif., inaugurated regular programming Aug. 26, serving the Shasta Dam Area, Bob McVay, assistant manager, has announced. Rowland H. (Mike) Dow is president and manager. KSDA operates on 1400 kc with 250 w power and is independent, featuring music, news, sports and special events.

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N.C.

HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

MT. PISGAH, N.C.

Serving 198,830 TV Families* in an area of 2,058,000 people**

Covering Four Rich Piedmont States

with

Effective Buying Income of

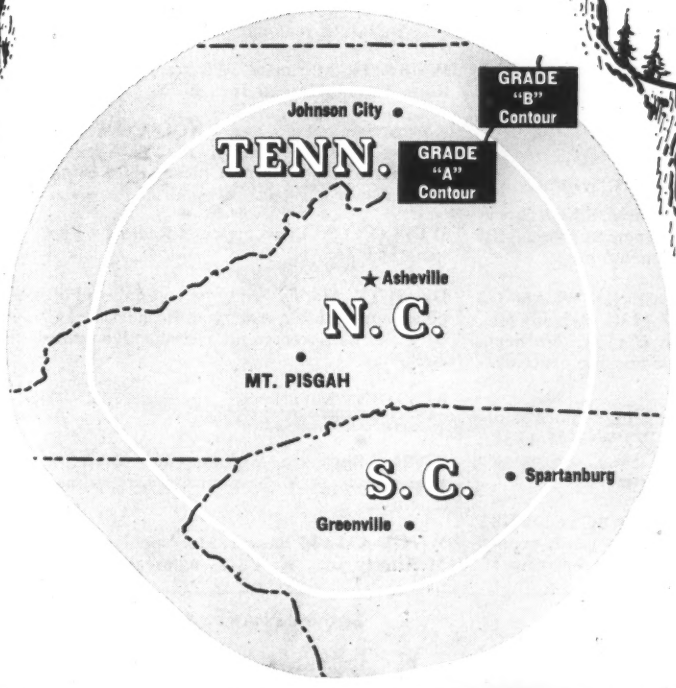
$2,411,466,000**

170,000 Watts Video—Highest Antenna in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954



WLOS-TV

CHANNEL 13 • ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.

Storer Announces Dividends

STORER Broadcasting Co.'s board of directors has announced dividends of 37½ cents a share on common stock and 6¼ cents a share on Class B common, each payable Sept. 14 to stockholders of record on Sept. 1, and $1.75 a share on preferred stock, payable Oct. 1 to stockholders of record on Sept. 15.

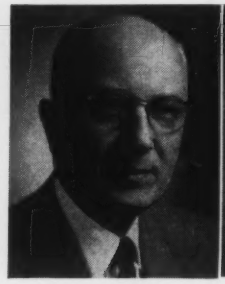
Hoag-Blair Takes Offices

HOAG-BLAIR Co., new firm which began operations last Wednesday as national representative of tv stations outside major markets [B•T, Aug. 16], has taken office space in the Chrysler Bldg., 4055 Lexington Ave., New York.

STATION PEOPLE

Ralph E. McKinnie, formerly tv sales manager, Paul H. Raymer Co., N. Y., appointed national sales manager, KFMB-AM-TV San Diego, Calif.; **William H. Ryan,** assistant promotion director, KABC-TV Los Angeles, to stations as promotion manager.

Jay W. Wright, chief radio engineer, CBS-TV engineering dept., to Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), as vice president; **Orson M. Rogers,** with Salt Lake City department store, to corporation as treasurer.

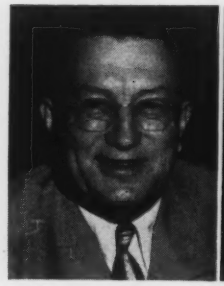


MR. ROGERS

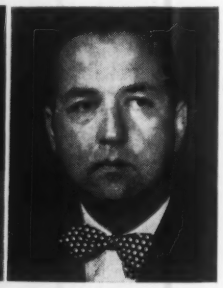
MR. WRIGHT

Bob Bowles, formerly manager, WFTL Fort Lauderdale, Fla., returns to station in same capacity.

Charles E. Lohnes, operations and commercial manager, KHQ Spokane, Wash., appointed operations manager, KHQ-AM-TV; **J. Birney Blair,** sales staff, KHQ, appointed commercial manager, KHQ.



MR. LOHNES



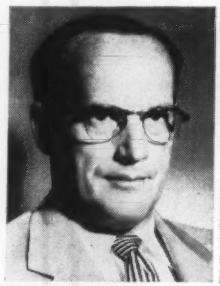
MR. BLAIR

Jim Coyle, owner-manager, J. E. Coyle Adv. Co., L. A., to KBUC Corona, Calif., as manager.

Ralph Buckley Jr., account executive, KIMN Denver, to KLZ same city, in similar capacity.

Paul Grannis Jr., owner, Coast Adv. Agency, L. A., to KCOP (TV) Hollywood as account executive.

Melvin B. Wright, KGMB-AM-TV Honolulu, appointed national spot sales account executive, KGMB-TV; **John D. Allison,** local radio sales manager, KGMB, promoted to radio sales manager.



MR. WRIGHT

MR. ALLISON

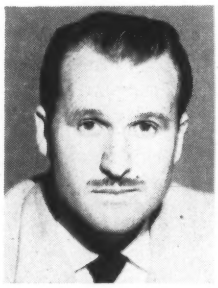
Mary Jane Anderson, formerly in continuity dept., WHO-TV Des Moines, to KIOA same city, as account executive.

Franklin Mitchell, program director, WJR Detroit, transfers to WJRT (TV) Flint, Mich., new station now under construction, in same capacity; **Ron Gamble,** assistant program director, WJR, succeeds Mr. Mitchell; **Clarence W. Jones,** research and development supervisor, WJR, to WJRT as chief engineer; **Andrew Friedenthal,** studio and control operations manager, WJR, promoted to chief engineer, same station.

Robert M. Cawley, producer-director, WCHS-TV Charleston, W. Va., to WUSN-TV Charleston, S. C., as program director and production manager.

Arthur S. Katz, consulting attorney, copywright and tv departments, Columbia Pictures Inc., Hollywood, to KTLA (TV) same city, as legal dept. head.

Luke Wilson, sales dept., WDKB Chattanooga, Tenn., appointed commercial manager.



MR. WILSON

William Rambo, formerly west coast sales manager, Vitapix Corp., N. Y., to KOVR (TV) Stockton, Calif., scheduled to start operations today (Monday), as assistant general sales manager; **Bert Chance,** former account executive, KXOB Stockton, Calif., and KXOA Sacramento, appointed account executive for Sacramento area.

Les Richards, production manager, WLAM-TV Lewiston, Me., to WMTW (TV) Poland, Me., in same capacity; **Brian A. Higgins,** film dept., WNAC-TV Boston, to station as film dept. manager.

Edwin Scott West, broadcasting stations dept., General Electric Co., (WGY, WGFM (FM), WRGB (TV) Schenectady, N. Y.), promoted to manager of finance department.

Arthur Hamilton, controller, WNBC and WNBT (TV) New York, appointed to newly-created post, manager of production and business affairs.

Vern Bromberg, sales staff, KCHA Charles City, Iowa, promoted to commercial manager; **Les Peterson** appointed sales representative.

C. Rod Gibson, account executive, Headley-Reed, N. Y., to WSTV-TV Steubenville, Ohio, as sales service representative.

Thomas Chace, account executive, KEYT (TV) Santa Barbara, Calif., promoted to sales service coordinator; **Ray Dietrick,** announcer, promoted to production supervisor.

Sidney Woodfox, announcer, WMFS Chattanooga, Tenn., promoted to chief announcer. Other new assignments: **Evelyn Cato,** women's director; **Mary Pickette,** copy chief; **Jean Harlow,** traffic director; **A. A. Burke Jr.** and **Arnold Walker,** account executives; **Clarence Steger,** sports director, and **William DuPree,** announcer.

Jerry Ryan, disc m.c., KFKA Greeley, Colo., promoted to chief announcer.

Robin Bright, chief announcer, WIRE Indianapolis, to announcing staff, WISH-TV same city.

Les Barry, KFEL-TV Denver, to KIMN same city, as newscaster.

MR. MARTIN

Paul Martin, assistant program director, WIP Philadelphia, promoted to promotion and publicity director.

Charlie Friar, formerly with WAYS-TV Charlotte, N. C., to WIST same city, as promotion and merchandising director; **Dan F. Rice,** formerly with WAYS-TV, to station as sales representative.

Jack Williams to WTVD (TV) Durham, N. C., as chief photographer.

REPRESENTATIVE APPOINTMENTS

WTRI (TV) Albany, N. Y., appoints Kettell-Carter, Boston, as New England representative.

KTEN (TV) Ada, Okla., appoints Hal Falter & Co., Dallas, as regional representative.

WMBV-TV Marinette, Wis., appoints Venard Rintoul & McConnell Inc., N. Y.

KXOA Sacramento and **KXOC** Chico, Calif., appoint Adam J. Young Jr. Inc., N. Y., as representative in New York, Chicago, St. Louis and Los Angeles markets.

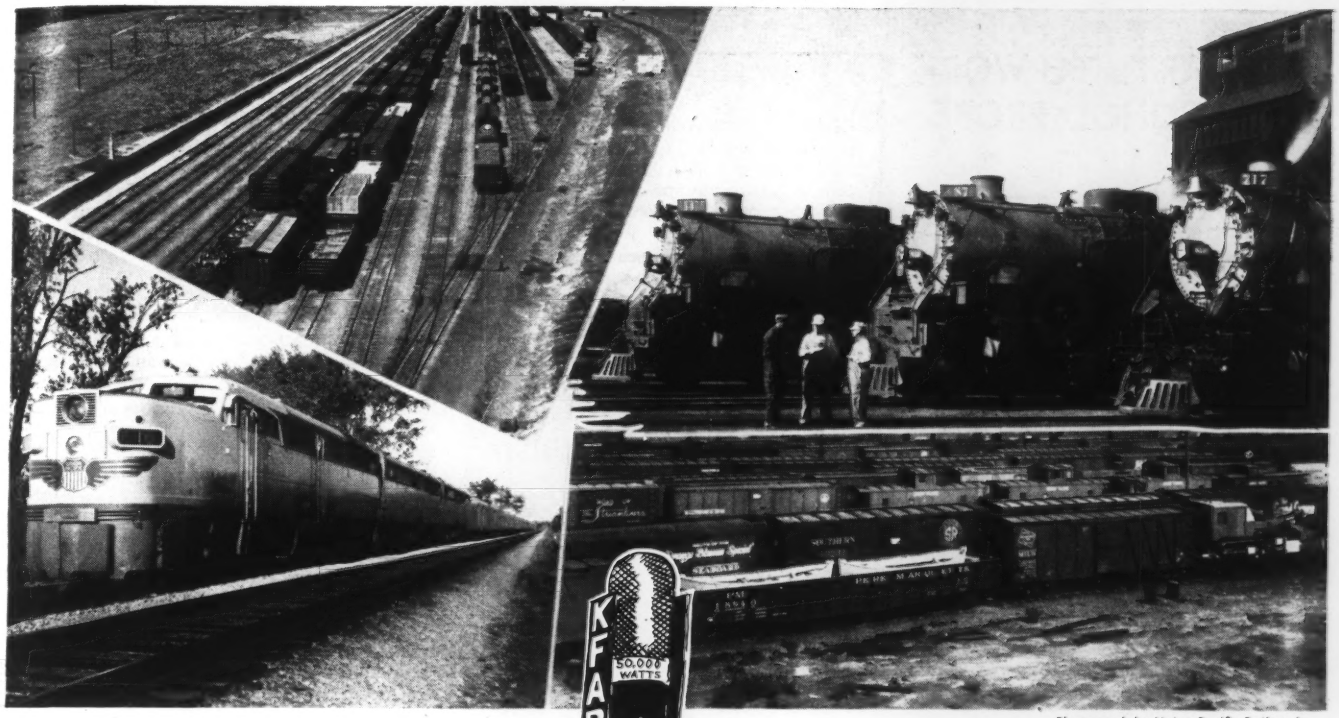
WTVI (TV) St. Louis appoints Radio Tv Representatives Inc., N. Y.

DZAQ-TV Manila, only tv station in Philippines, appoints Pan American Broadcasting Co., N. Y., as U. S. representative, effective immediately.

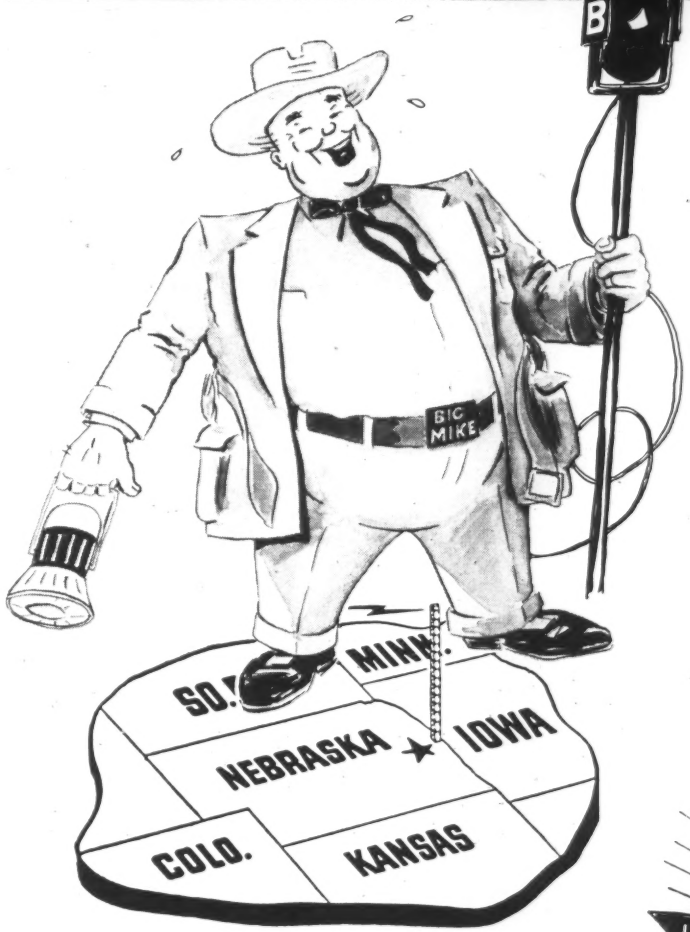
KEYD-TV Minneapolis appoints H-R Television Inc., N. Y.

WMIL Milwaukee, Wis., appoints Everett-McKinney Inc., N. Y., as exclusive national representative.

WGUY-AM-FM Bangor, Me., appoints Everett-McKinney Inc., N. Y., as national representative.



Photograph by Union Pacific Railroad



Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

BIG MIKE
THE RAILROAD MAN

Omaha, crossroads of the nation and hub of the KFAB-BIG MIKE area, is the fourth ranking railroad center in the nation. Ten major railroads have a combined operating mileage in excess of 73,000 miles. These ten railroads operate some 96 freight trains in and out of Omaha daily.

General Headquarters of the Union Pacific Railroad are in Omaha as are the General Offices of the Chicago & Northwestern and Chicago Burlington & Quincy Railroads. The railroads have helped much in building the Nebraska market into one of the nation's greatest. Big Mike is proud that he is able to talk to the people throughout this area daily . . . to entertain . . . to keep them informed. Yes, and in turn to tell them about the products of many successful advertisers. Sure, you can find out more about the Nebraska Market . . . and KFAB-BIG MIKE from Free & Peters . . . or General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 KC **KFAB**

50,000 WATTS **OMAHA** BASIC CBS

FCC, NARTB TO WORK ON ALCOHOL PROBE

Beer-wine advertising data asked by House Commerce Committee in lieu of reporting out Bryson bill.

FCC and NARTB apparently will consider ways to cooperate in answering a mandate by the House Commerce Committee asking data on radio-tv time taken up by beer and wine advertisers and the amount of revenues involved.

This was indicated last Thursday when the Commission approved a proposal that members of the FCC staff confer with NARTB to study ways to obtain the information sought by the House group.

The House Commerce Committee just before Congress adjourned asked for radio-tv beer and wine advertising and program data in a report issued in lieu of reporting out the Bryson bill (HR 1227) on liquor advertising [B•T, Aug. 23].

The House group, headed by Rep. Charles A. Wolverton (R-N. J.), also asked similar information from the beer and wine industries, but it was not indicated immediately how the latter would collect such information.

Meanwhile, before the FCC action last week, NARTB was preparing confidential questionnaires to send to the nation's broadcasters in carrying out the House Commerce Committee request.

The House group's report rebuked broadcasters and the beer and wine industries for an excess of beer and wine commercials and asked the radio-tv industry to report back Jan. 1 on what it is doing to curb liquor advertising.

Questionnaire in Mails

Robert K. Richards, NARTB administrative vice president, said earlier that the questionnaire was expected to be completed and the forms put in the mails this week.

Working out the contents of the questionnaires at NARTB were Mr. Richards; Ralph Hardy, government relations vice president; Richard Allerton, research department manager, and Vincent T. Wasilewski, chief attorney.

The House Commerce Committee held hearings last spring [B•T, May 31, 24] on the Bryson bill, which would have prohibited advertising of alcoholic beverages on radio and tv and in newspapers and most other media. The House group's report, however, singled out broadcasters for criticism, saying, "The efforts of the broadcasting industry and particularly the television industry at self-regulation in this highly sensitive field of advertising and programming, have not been as successful as the committee might justifiably have expected."

The proposed conference between the FCC and NARTB is intended to eliminate duplication in questioning broadcasters. The proposal for the conference was made to the FCC membership by Comr. Robert E. Lee.

Comr. Lee last week told B•T there "is no reason why we can't coordinate this matter with NARTB and cut out unnecessary work. After all, we're here to help the industry and not to hurt it."

It is expected that Curtis Plummer, chief of the FCC Broadcast Bureau, will designate the Commission staff members who will meet with NARTB. The Commission left to the staff the details of working out a date and place for the conferences, it was learned.

Progress Sat This One Out

ONE OF THE oldest tricks in pictorial journalism was being employed by NBC-TV last week to offset advantages given to printed media by a special Senate committee's proscription of radio-tv at its hearings.

Following an ingenious idea reminiscent of the 19th Century sketch-to-woodcut days, the network hired well-known cartoonist Leo Hershfield to sketch principals in action at the hearings. The drawings are being used daily to illustrate coverage of the hearings on John Cameron Swayze's *Camel Caravan* news show (daily, 7:45-8 p.m. EDT).

On the opening day of the hearings, cartoonist Hershfield caught Sen. Ed C. Johnson (D-Colo.), well known to broadcasters, on his drawing board. A member of the six-man special Senate committee investigating a Senate resolution to censure Sen. Joseph R. McCarthy (R-Wis.), Sen. Johnson was accused of being prejudiced beforehand against the Wisconsin Republican.

Sen. Johnson is ranking Democrat on the Senate Commerce Committee and is its former chairman.

DRAWING by cartoonist Leo Hershfield shows Sen. Ed C. Johnson (D-Colo.) (r) reading letter during hearings by special Senate committee. Others of committee (l to r): Guy G. de Furia, associate counsel; Sen. Arthur V. Watkins (R-Utah), chairman, and E. Wallace Chadwick, counsel. This sketch and others were shown on NBC-TV's *Camel Caravan* news show.

McCARTHY COVERAGE ON 'MAKE DO' BASIS

Cameras and microphones stationed outside censure hearing catch participants as they come and go.

CONFRONTED with a ban on live radio and television coverage of a special Senate committee's hearings last week, broadcasters were using what means were left to them to bring the story to the nation's listeners and viewers. (Also see box story above).

Trained on the door of the Senate Office Bldg.'s Caucus Room, where six senators are holding hearings on a Senate motion to censure Sen. Joseph R. McCarthy (R-Wis.), was a battery of sound film cameras on the ready for interviews of principals who step outside the door.

They were manned by cameramen from Telenews-Hearst Metrotone News, United Press-Fox Movietone News, CBS-TV Newsfilm and NBC-TV News Film. All furnish film to television.

ABC Radio was making three live news pickups daily from a table outside the door, with commentator John Edwards putting together the quarter-hour summaries, "including a lot of the testimony," using reports relayed to him from inside the hearing room. ABC also was taping interviews for network pool coverage.

Before the sessions opened Tuesday morning NBC-TV made three live pickups from the Caucus Room, with a color commentary by Earl Godwin.

NBC-TV had scheduled a live interview with Sen. Arthur V. Watkins (R-Utah), chairman of the special committee, for 8:45 a.m. Tuesday, but the six-man committee, meeting the night before, vetoed the interview.

After the first day's hearing, NBC-TV interviewed Sen. McCarthy and Sen. Ed. C. Johnson (D-Colo.), following a clash between Sens. Watkins and McCarthy about the latter's claim that Sen. Johnson should be disqualified from the committee because of what the Wisconsin senator said was prejudice against him by the Coloradan.

A *Washington Post* news story, referring to the McCarthy-Watkins rhubarb, commented:

"It immediately proved at least one thing, if it needed proof: That even without television and the photographers who were barred during the actual hearing, the temperament of the participants would be the chief guide to the atmosphere in the hearings."

Broadcasters, on the other hand, have maintained the electronic media only reflect what is happening, but do not create such scenes.

"T'AINT ONLY WHAT YOU GOT— IT'S HOW YOU USE IT!"

Little Egypt could doubtless boast some special features that most of us hayseeds at WDAY-TV ain't got—but *boy*, how we *use* what we *do* got!

First, we got the *only TV tower* in the fabulous Red River Valley—the only TV *station* in Fargo!

INTERCONNECTED FOR LIVE NETWORK PROGRAMS ON OCTOBER 1, 1954

Location Of TV Stations Nearest To Fargo, N. D.

Minneapolis-St. Paul . .	More than 200 miles
Bismarck, N. D.	More than 185 miles
Valley City, N. D.	More than 50 miles

Second, we got the *best* programs from NBC, CBS and ABC, and leading film producers—plus 57 sparkling local programs!

Third, we got engineering and programming know-how that's worth approximately a million watts, as far as audience preference is concerned!

And lots more! Ask Free & Peters!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC

FREE & PETERS, INC.,
Exclusive National Representatives

OREGON TV DENIES PERJURY CHARGE

Post-grant fight for ch. 12 goes into second round as Oregon Tv disputes charges made by Columbia Empire Telecasters.

THE POST-GRANT fight for ch. 12 at Portland, Ore., went into the second round last week before the FCC as Oregon Television Inc. denied the charge of Columbia Empire Telecasters Inc. that principals of Oregon Television testified falsely about the "resignation and disappearance" of Walter J. Stiles Jr. during the hearing [B•T, Aug. 30]. Mr. Stiles was to have been a key witness for Oregon Television.

Winner of the final decision in the two-year ch. 12 contest, Oregon Television requested that the petition of Columbia Empire for further hearing "be forthwith and summarily dismissed."

The reply of Oregon Television contained affidavits by Mr. Stiles and his engineering associate, Paul Bennewitz. These, it claimed, denied that the pair earlier had told counsel for unsuccessful Columbia Empire they were willing to testify in further proceeding.

"Since the very persons alleged to be in a position to furnish new evidence have stated they are not in such a position, there is no sufficient ground to support rehearing," the Oregon Television reply contended.

Furthermore, the reply held, as has been Oregon Television's position from the outset of the proceeding, "the so-called 'Stiles incident' has no probative weight on any of the issues before the Commission in this cause. Walter J. Stiles was not an officer, director or stockholder of Oregon Television Inc., he was an employe. The employer-employe relationship was terminated and that fact was brought to the Commission's attention early in the hearing. The hearing was completed and the Commission quite properly found that Oregon Television Inc. was legally, technically, financially and otherwise qualified and that it should prevail over its competitor applicants."

Columbia Empire "has alleged no facts which gainsay the soundness of this decision," the Oregon Television reply continued, "but would have the Commission reopen this matter purely on the basis of inferences and conclusions of third persons which are not only without foundation in fact but which are immaterial to the issue of the public interest as between Oregon Television Inc. and Columbia Empire."

Oregon Television is headed by industrialist Henry A. White and Julius L. Meier Jr. of Meier & Frank Dept. Store. Columbia Empire is part owned by the *Oregon Journal*-KPOJ interests. Also part owner is Wesley I. Dumm, operator of KSFO San Francisco who recently sold KPIX (TV) San Francisco to Westinghouse Electric Corp. for $6 million. Third contestant for ch. 12 was Northwest Television and Broadcasting Co., headed by John D. Keating, part owner of KONA (TV) Honolulu and KYA San Francisco.

The affidavit of Mr. Stiles, dated Aug. 28 and attached to the Oregon Television reply, said that on Aug. 27 he received a call while at work in Tucson (KOPO-TV) from West Coast attorney Joseph Brenner, who wished to show him two documents in the ch. 12 controversy. Mr. Stiles said he met Mr. Brenner at a local hotel later that day and was presented the affidavits of Mr. Brenner and Dick Bell, assistant to Mr. Dumm. Mr. Stiles' affidavit continued:

After reading these documents in his presence I immediately departed from the hotel without any discussion of their contents whatsoever.

I would like to state categorically that I have never read any part of the hearing transcript and did repeatedly so inform Mr. Brenner and Mr. Bell. Furthermore, I never authorized Mr. Brenner or Mr. Bell at any time to make any statements on any subject whatsoever, nor did I knowingly provide them with any information upon which they could have based the statements made in the aforementioned affidavits, and I do hereby assert that the aforementioned affidavits and/or any other documents by the aforementioned gentlemen were made without my consent.

Further, I would like to state that Oregon Television, Columbia Empire, or any other group or individual have not exerted pressure on me or made any offers of any monetary remuneration or any other consideration of any kind or nature for the preparation or filing of this statement.

Mr. Bennewitz' affidavit said:

That having read the affidavits of Joseph Brenner, Richard C. D. Bell, Alfred E. Towne [KPIX chief engineer] and Walter J. Stiles, I would like to state that I do not now have nor have I at any time had any facts in connection with the Oregon Television-Columbia Empire controversy. Any opinions I may have expressed to anyone were identified as such and were based on verbal discussions and observations rather than facts.

Taxing Repartee

ADLIBBING of restaurant disc m.c.'s may tax more than the patience of customers according to an announcement by the Southern California Restaurant Assn. which last week warned membership that comments by disc m.c.'s that go beyond the necessary introduction of a record make patrons subject to the 20% amusement tax.

LAMB SELLS WHOO TO MOWRY LOWE

Former WEAN manager to pay $295,000 for Orlando outlet. Broadcaster-publisher Edward Lamb is to dismiss his tv bid.

EDWARD LAMB has sold WHOO-AM-FM Orlando, Fla., for $295,000 to Mowry Lowe, former general manager of WEAN Providence, R. I., it was disclosed last week when the application was filed for FCC approval. Mr. Lamb is to dismiss his application for tv ch. 9 at Orlando, now in hearing with competitive bids of WORZ there and Mid-Florida Tv Corp.

Mr. Lamb sold the Florida properties in order to devote his attentions to other business interests, FCC was told. His properties include ch. 12 WICU (TV) and WIKK Erie, Pa., where he also publishes the *Erie Dispatch;* WTOD-AM-FM Toledo, and a permit for ch. 23 WMAC-TV Massillon, Ohio.

The license renewal application of WICU is in hearing status before an FCC examiner with issues involving charges by the Commission that Mr. Lamb falsely told FCC in earlier statements that he never had communist ties. Mr. Lamb continues to deny such associations and has petitioned FCC to postpone the WICU case, now set for Sept. 15, and to provide a more detailed bill of particulars on the charges [B•T, Aug. 30].

WHOO is an ABC affiliate on 990 kc with 10 kw day and 5 kw night directional. WHOO-FM is a Class B outlet.

Mr. Lowe joined WEAN in 1931 and was general manager from 1950 until April of this year, the application stated. WEAN a fortnight ago was sold by General Teleradio Inc. to the Providence Journal Co. for about $280,000.

Proposing to sell his home in Providence and move to Orlando, Mr. Lowe was an organizer and 2.8% stockholder in Hope Broadcasting Co., one of several original contestants for ch. 12 at Providence, subsequently granted to WPRO following a merger proposal. The ch. 12 grant was protested by ch. 16 WNET (TV) there and the case now is before FCC.

Proposed as manager of the prospective Hope Broadcasting ch. 12 station, Mr. Lowe stated in the WHOO sale application that the Providence merger was worked out without his knowledge or consent. He explained he was to get 0.7% interest in the merger venture with no management prospect, so he protested.

When told he would have to resign from WEAN if he wished to acquire the 0.7% interest in the ch. 12 grantee, Mr. Lowe refused, the application continued. He was "released" from his WEAN post in April by John B. Poor, president of Hope Broadcasting, "in his (Poor's) capacity as general counsel for General Teleradio Inc.," the application asserted, pointing out the controversy "has not been resolved."

No change in the WHOO staff is contemplated, the application said. Mr. Lowe expects to take over general supervision in cooperation with the present personnel. Carl F. Hallberg is general and commercial manager; Walter Mitchell is program director, and Donald E. Compton is chief engineer.

The bid said WHOO grossed $225,000 in 1952 and $250,000 in 1953. The balance sheet for the station as of June 30 showed current assets of $48,931.37, total assets of $151,613.30 and current liabilities of $71,430.03.

Bans & Banners

WAXING WROTH at what he claimed was a distorted newspaper headline, Sen. Joseph R. McCarthy (R.-Wis.), center of a special Senate committee hearing on a Senate motion to censure him, last week declared it wouldn't have happened if microphones and cameras had been present in the hearing room. *(See other hearing coverage stories page 62.)* Sen. McCarthy made the statement in a filmed television interview outside the hearing room Thursday before start of the third day of the hearing. The headline in question was an eight-column banner in the Washington *Evening Star*: "McCarthy Loses Move to Bar Johnson." Sen. McCarthy had charged that Sen. Ed C. Johnson (D-Colo.), a committee member, was prejudiced against him. In the tv interview he denied he was attempting to have Sen. Johnson disqualified from the hearing. He added: "I think this indicates the possible lack of wisdom in discriminating against television and radio in a hearing room."

Two Fm Stations Authorized

TWO NEW Class B fm stations at St. Louis and Atlanta were authorized by the FCC late last week.

At St. Louis, permit for a new station on ch. 273 (102.5 mc) with ERP of 9.5 kw went to Commercial Broadcasting Co., headed by Harry Eidelman. Mr. Eidelman is in the electronics field.

At Atlanta, new facilities on ch. 225 (92.9 mc) with ERP of 3 kw were granted to Glenkaren Assoc. Inc. Glenkaren is owned by Locke E. Glenn, associated with firms selling sound equipment.

MORE DC-7 SERVICE THAN ANY OTHER AIRLINE

MORE NONSTOP DC-7 SERVICE than any other Airline

—premium service at no extra cost

First to introduce the DC-7, American Airlines now has almost 9 million miles of experience with these famous new Flagships. In addition, American offers more of this luxury service than any other Airline! *For example:*

THE DC-7 STATESMAN, fastest and only nonstop service between Washington, D. C. and Los Angeles!

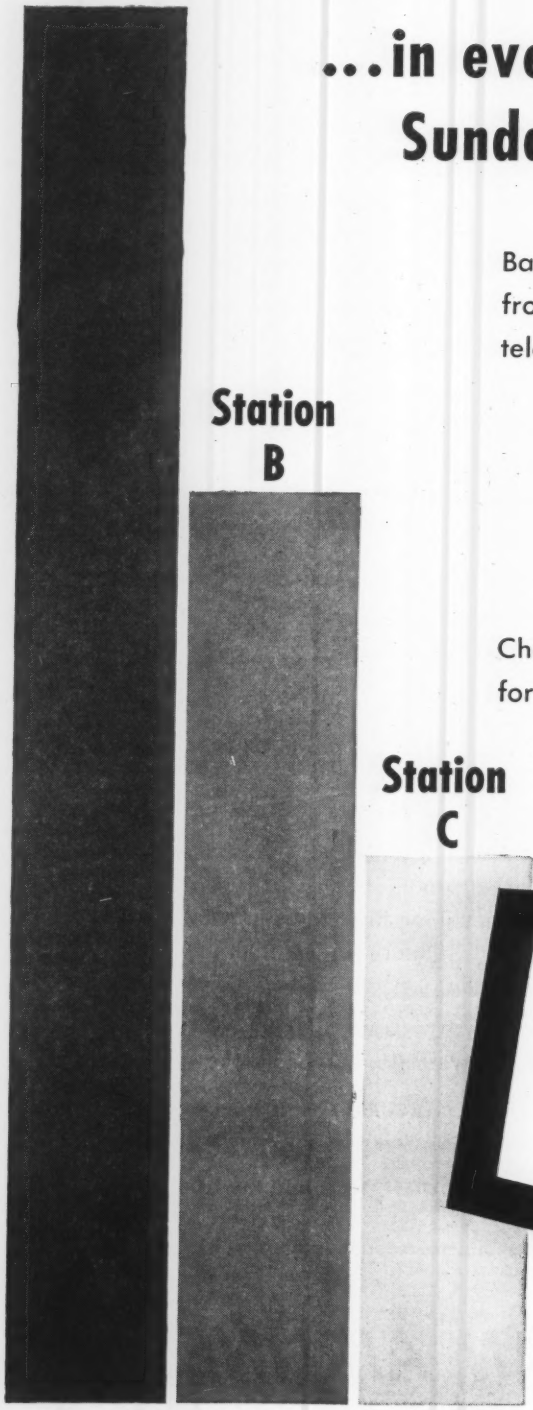
THE DC-7 MERCURYS, most frequent nonstop service between New York and Los Angeles!

THE DC-7 GOLDEN GATE and the DC-7 SOUTHERNER, the first DC-7 service between New York and San Francisco—4 convenient departures daily!

America's Leading Airline **AMERICAN AIRLINES** INC.

KCMO-TV is Number 1

Kansas City



...in evening quarter-hour firsts Sunday through Saturday!*

Based on the total quarter-hour segments from 6:00 P.M. to sign-off in Kansas City's telecasting week, here's the score:

KCMO-TV is NUMBER 1, with 66 quarter-hour firsts
Station B earns only 47 quarter-hour firsts
Station C gets only 44 quarter-hour firsts
. . . and there are 9 ties.

Check KCMO-TV or your nearest Katz Agency for the details.

*Analysis July 1954 Kansas City Telepulse, Metropolitan Area.

KCMO-TV
Channel 5
ABC-TV and DUMont Networks

125 E. 31st St., Kansas City
Affiliated with Better Homes and Gardens and Successful Farming

JONES WON'T TALK ON NETWORK PROBE

Although preliminary moves for investigation have been discussed, overall plans await full staff.

ROBERT F. JONES, who took over Wednesday as chief counsel to head an investigation of radio and tv networks by the Senate Commerce Committee, last week declined to discuss short- or long-range plans for the probe.

The former FCC commissioner, who had been expected for some time to head the investigation, was confirmed Aug. 19 for the position by Sen. John W. Bricker (R-Ohio) [B•T, Aug. 23].

Mr. Jones said he and Nicholas Zapple, the committee's communications counsel who will coordinate the investigation, have been discussing preliminary moves for the probe, and indicated the overall plans will not be made until the whole staff is assembled.

Harry Plotkin, former FCC assistant general counsel, is expected to be named minority counsel. Mr. Plotkin is expected to return from vacation tomorrow (Tuesday).

Sen. Bricker is in Columbus, Ohio, and has not indicated when he will return to the Nation's Capital, his office said last week.

Mr. Jones, a former congressman from Ohio's Fourth District (1939-47) and FCC commissioner from 1947-52, said he will take a leave of absence from the Washington law firm of which he is a member, Scharfeld, Jones & Baron, until the investigation is over. Mr. Jones is described as a longtime foe of the networks.

Mr. Plotkin is associated with the Washington law firm of Arnold, Fortas & Porter. He was FCC assistant general counsel from 1940-51.

The relationship between Messrs. Jones and Plotkin during their service together at the FCC has been reported as less than cordial.

Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Commerce Committee, is said to have offered the minority counsel post to Mr. Plotkin to "offset" Mr. Jones. Sen. Johnson last week was sitting at hearings by a special Senate committee investigating a Senate motion to censure Sen. Joseph R. McCarthy (R-Wis.) (see story page 62).

The probe by the full Senate Commerce Committee is expected to cover the networks, their possible regulation by the FCC, their commentators and the whole tv allocations picture.

Loyola Denies Jesuits Would Control Ch. 4

NEITHER the Roman Catholic Archdiocese of New Orleans nor the Society of Jesus has any control over Loyola U. and its WWL New Orleans station as far as the construction and operation of the school's proposed ch. 4 tv station there is concerned, the Very Rev. W. Patrick Donnelly S. J., Loyola president, asserted last week in a statement filed with FCC.

His affidavit was in response to an order by Hearing Examiner Elizabeth C. Smith granting in part a petition by ch. 4 competitor WNOE seeking to require WWL to produce data on the world-wide scope of the religious order and its educational and commercial interests. [B•T, July 26, 12]. The ch. 4 hearing also includes a third applicant, WTPS New Orleans.

Rev. Donnelly stated there are no other radio-tv stations or other media of mass communication under common control with Loyola U. although the various colleges of the university, such as liberal arts, law dentistry or music "may in a sense be considered as media of mass communication. Also from time to time the university publishes various catalogs, yearbooks, a student newspaper and similar items which may be considered media of mass communication."

Rev. Donnelly explained that administration of the Jesuit Order, founded in 1540, is by provinces and within these individual corporations are created for the purpose of operating churches, schools and colleges. Loyola U., he said, is under the administration of a board of seven directors, all of whom, by charter, must be members of the Society of Jesus.

Of the seven directors, he said, three are chosen by the president of Loyola and the other four—the president, vice president, secretary and treasurer—are directors ex-officio. The vice president, secretary and treasurer are appointed by the Provincial of the New Orleans Province from names submitted by the president of the university while the president is appointed by the Superior General on the recommendation of the New Orleans Provincial, the statement explained.

"If it could be said that the Society of Jesus exercises any control over the construction and operation of the proposed television station, this could be said only hypothetically in reference to the power of appointment above described," Rev. Donnelly said. He continued: "I am not aware of any such exercise of power or attempted use thereof. Loyola U. has operated WWL continuously since March 30, 1922. I do not know of any instance nor have I been informed of any instance where the so-called power of appointment has been used to influence the conduct and operation of WWL."

FCC COMR. Robert E. Lee flips the switch to begin higher power service for ch. 17 WBUF-TV Buffalo Aug. 28 while Rep. John R. Pillion (R-N. Y.) and Sherwin Grossman (standing, r), station president, look on. WBUF-TV's new ERP is 229 kw. Comr. Lee, on the inaugural show, said uhf is "definitely here to stay."

WTRI (TV) Change Delayed

EFFECTIVE date of FCC's grant to ch. 35 WTRI (TV) Schenectady to change its principal community to Albany and to maintain its main studio outside Albany was postponed by the Commission last week in an order which designated for hearing on Sept. 20 the protest of ch. 41 WROW-TV Albany. FCC declined reconsideration of the grant to WTRI, made in early July. Fortnight ago, Acting Chairman Robert E. Lee refused WROW-TV's request for a temporary stay [B•T, Aug. 30].

GOP TO USE FILMS, TAPES IN CAMPAIGN

Local and state candidates to add their comments to film clips and tape excerpts from talks by President Eisenhower and Vice President Nixon.

REPUBLICANS plan to use 15-minute films and tapes containing clips and excerpts from talks by President Dwight Eisenhower and Vice President Richard Nixon on radio and television stations during the fall election campaigns, it was indicated last week after a three-day "workshop" meeting of the GOP National Committee in Cincinnati.

A committee spokesman said each quarter-hour film and tape would contain about nine minutes of talks by the President or Mr. Nixon, allowing local and state candidates to add their own comments to each quarter-hour production.

The film clips and tape excerpts will be supplied by the GOP National Committee, but details of working-in filmed and taped talks by local and state Republican aspirants for office remained to be completed, the spokesman said.

He said also that the national committee plans to use extensive spots made up the same way in both radio and tv.

He said the national committee also expects to buy 30-minute periods of time on full networks for live speeches by top Republican figures. The number of such periods will depend on the funds available and the "situation," he said.

Republican officials have asked the President to make a nationwide radio-tv address Oct. 7 to headline a special precinct-level drive.

He said some states are planning statewide radio and tv regional networks for candidates. Among these are Ohio Republicans, who plan to haye Vice President Nixon in that state in mid-September to make talks on behalf of GOP candidates.

The Republican National Committee workshop sessions were held Monday through Wednesday at Cincinnati's Netherland Plaza Hotel, with five subcommittees conducting separate sessions.

Examiner Favors WREC for Ch. 3

INITIAL decision proposing to grant ch. 3 in Memphis to WREC there and denial of the competing application of WMPS was issued last week by FCC Hearing Examiner Claire W. Hardy.

The examiner concluded that each applicant was fully qualified to receive the grant. He said that in all the major areas of comparison, except that of integration of ownership and management and of past programming, the differences between them were not significant.

In support of his preference for WREC in the area of past programming, the examiner said that the noncommercial spot announcements of WREC were greatly in excess of WMPS; that WMPS carried percentage-wise more hours of commercial programming, and that WMPS carried about three times as many commercial spot announcements as did WREC.

The decision further said that WMPS "has allowed the broadcasting of several recorded songs which were vulgar and suggestive" and has allowed the broadcast of "bait and switch" advertising. The examiner placed the fault upon WMPS for not exercising greater supervisory care to eliminate these from its programs.

Huntington, Grand Rapids Tv Decisions Made Final

FCC last week made effective immediately two initial decisions proposing to grant new tv stations at Huntington, W. Va., and Grand Rapids, Mich. Both grants were enabled by the withdrawal of competitive applications.

• At Huntington, the ch. 13 facility was granted to WHTN there. The grant was made possible by the withdrawal last March of the competing application of WCMI and the dismissal in July of the bid of WPLH, both in Huntington. WHTN has agreed to reimburse WPLH $25,000 and WCMI $12,500 for expenses incurred [B•T, Aug. 9].

• At Grand Rapids, grant for a new tv station on ch. 23 went to Peninsula Broadcasting Co. The grant was enabled by the dismissal with prejudice of the competing application of WGRD Grand Rapids. WGRD dismissed its bid in view of the testimony before the recent Senate Communications subcommittee on uhf television [B•T, Aug. 9, July 5].

FCC Approves Transfers Of WSIX, WTBO Properties

TRANSFERS of radio-tv properties receiving FCC approval last week included WSIX-AM-TV Nashville, Tenn., and WTBO-AM-TV Cumberland, Md.

• Two-thirds interest in WSIX-AM-TV was sold to two local Nashville businessmen for $800,000. The consideration is to be in the form of $500,000 cash and $300,000 in debentures.

New owners, with one-third interest each, are W. H. Chriswell, real estate broker, and Robert Stanford, lumber and business supplies merchant. Louis R. Draughon, present owner and general manager, retains one-third interest and continues as general manager of the stations [B•T, Aug. 16, July 12].

• At Cumberland, WTBO-AM-TV was sold by the Chernoff-Baer families to Tennessee Valley Broadcasting Corp. for $110,000. Ch. 17 WTBO-TV is not on the air.

Tennessee Valley is headed by Arthur W. Green, former eastern sales division manager for Republic Pictures. Associated with him are Edward G. Murray, WPTZ (TV) Philadelphia film buyer, Morris H. Bergreen, New York attorney, and William J. German, president of W. J. German Inc., distributor of motion picture films [B•T, Aug. 9, July 12].

Messrs. Howard L. Chernoff and Frank A. Baer and families are associated in the ownership of ch. 15 WTAP (TV) Parkersburg, W. Va. Mr. Chernoff is former general manager of KFMB-TV San Diego.

For other transfers approved last week, including WLAC-TV Old Hickory, Tenn., KTXL-AM-TV San Angelo, Tex., and WHOT South Bend, Ind., see FOR THE RECORD.

KGUL-TV Move Approved

KGUL-TV Galveston, operating on ch. 11 and a CBS affiliate, was granted modification of permit by FCC last week to change its transmitter site to a point 27 miles from that city and 24 miles from Houston, with effective radiated power 316 kw and antenna height above average terrain 1,185 ft. Original grant to KGUL-TV specified site near Galveston with ERP 59 kw and antenna 550 ft.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

This is our 31st year of SOUND SELLING to Roanoke and Western Virginia

- **26 County Coverage with a WEEKLY audience of 118,560 families, — a DAILY audience of 92,070 families.**
- **All week long, day or night, WDBJ's share of tuned-in Roanoke audience averages 51 to 59%. Average tune-in: 7 a.m. to 8 p.m.—24.9%; 8 p.m. to 11 p.m.—19.4%**
- **About 25% of Virginia's Retail Sales are made in the WDBJ area.**
- **An affiliate of the CBS Radio Network for almost 25 years.**

May we recommend your product to our friends?

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA

Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

FCC Authorizes Three New Standard Daytimers

THREE new standard daytime stations at Tampa, Fla., Pittsfield, Ill., and Prichard, Ala., were authorized late last week by the FCC. Change in facilities were granted to three existing am stations.

• At Tampa, a new am station on 1150 kc with power of 1 kw was granted to H. C. Young Jr. Mr. Young is president-general manager and principal stockholder of WSOK-AM-FM Nashville, Tenn.

• At Pittsfield, new station facilities to operate on 1580 kc with 250 w was granted to Pike Broadcasting Co. Pike Broadcasting is headed by Roger L. Moyer, one-half owner of WTIM Taylorville, Ill.

• At Prichard, the recipient of the new facilities on 1270 kc with power of 1 kw was granted to Prichard Broadcasting Co. Prichard Broadcasting is headed by G. V. Dismukes, mayor of Prichard. Vice president and majority stockholder is Herbert Johnson, sales manager of WKAB-AM-TV Mobile, Ala.

Meanwhile, WCOJ Coatesville, Pa., was granted a permit to change its facilities on 1420 kc from 1 kw, daytime only, to unlimited operation with power of 5 kw, directional night.

WMTM Moultrie, Ga., was granted authority to increase its power from 1 kw to 5 kw, operating daytime only on 1300 kc.

WCED DuBois, Pa., was granted a permit to change its facilities from unlimited operation on 1230 kc with 250 w power to unlimited operation on 1420 kc 5 kw day, 500 w night, directional day and night.

Schoeppel Favors Action On Pay-as-You-See Tv

SEN. ANDREW F. SCHOEPPEL (R-Kan.), a member of the Senate Commerce Committee and of its Potter communications subcommittee which held hearings last spring on uhf problems, has entered a statement in the *Congressional Record* asking that the FCC look into subscription television "with a view to action."

The Kansas Republican said pay-as-you-see tv is the only suggestion he has heard "that seems broad enough and bold enough to have some major possibilities" in relieving what he described as an "economic drought" in television.

Sen. Schoeppel said he first heard of the possibilities of subscription tv in a talk by Dr. Millard C. Faught to the National Small Businessmen's Assn. in Washington. He said the talk "made so much sense to me that on April 7 . . . I requested its insertion in the *Congressional Record*." He said FCC Chairman Rosel Hyde has assured the Senate Commerce Committee that the FCC has enough authority to explore subscription tv and authorize its use if such is found in the public interest.

WKOW-TV Asks That Ch. 3 Be Made Non-Commercial

WKOW-TV Madison, Wis., CBS affiliate operating on ch. 27, petitioned FCC last week to initiate a rule-making proceeding to change the educational reservation there from ch. 21 to ch. 3 so as to keep all commercial outlets on the same competitive par in uhf in that market.

WMTV (TV) Madison operates on ch. 36 as ABC, DuMont and NBC affiliate. Educational WHA-TV there is on ch. 21. Ch. 3 is in contest between Badger Tv Co. and WISC, with Badger favored in an examiner's initial decision [B•T, Aug. 9].

ABC RADIO SETS FALL PROMOTION

ABC Radio unveiled its fall advertising and promotion plans last week, describing them as the "most comprehensive and complete" ever furnished by a network.

"Conceived, designed and executed as though we were a local station," according to Gene Accas, radio sales promotion director, the campaign ammunition was developed with affiliates' assistance and is contained in specially-built file drawers already sent to all 361 of the ABC Radio outlets.

The cabinets contain complete promotion kits for all ABC commercial shows that the stations carry and for several currently unsponsored programs which ABC regards as having a high commercial potentiality. In all there are 28 such kits on individual programs or program blocks (about half are nighttime programs, Mr. Accas estimated). The average station was said to carry about 24 or 25 of the 28 programs or program blocks.

In addition to the cabinetful of kits sent to stations, ABC plans within about three weeks to start putting 10- or 30-second program promotion announcements, using the voices of the stars of the programs, on closed circuit for affiliates to record for local broadcast.

The kits, Mr. Accas said, contain about 20% more material than those sent out last year. Innovations this year include substitution of 10- and 30-second promotion announcements—a large selection for each program—for the 40- and 60-second announcements which were used in 1953 but whose length was found undesirable by stations, ABC reported.

Another innovation is "Editorial Reader Ads." For these, affiliates take copy prepared by ABC and have their local newspapers set it in their own particular typeface, so that the ad looks like a local news story. ABC-owned stations have used this device for some time.

Other material provided affiliates include 100- and 70-line ad mats, mats for jumbo postcards to help sponsors merchandise their programs and products, pictures, publicity releases, etc.

Meanwhile, details of ABC-TV's fall advertising and promotion campaign, described by spokesmen as "the biggest" in the network's history, will be made public this week.

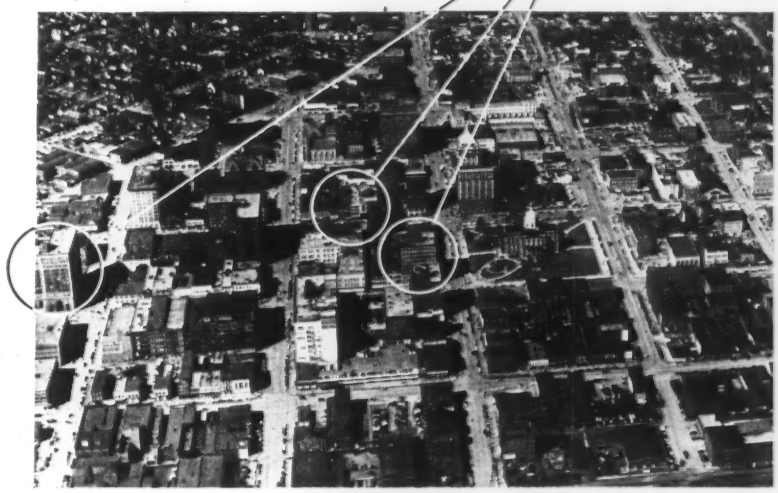
ABC-TV Signs 5 Affiliates; Total Increased to 209

SIGNING of five new ABC-TV affiliates, bringing the total now to 209, was announced last Wednesday by Alfred R. Beckman, national director of the network's station relations departments. They are:

WGR-TV Buffalo (ch. 2), owned by WGR Corp. with Joseph Bernard as general manager, affiliation effective Aug. 25; WTVW (TV) Milwaukee (ch. 12), owned by Milwaukee Area Telecasting Corp. with Loron F. Thurwachter as executive vice president and general manager, to affiliate with start of commercial operations Oct. 27; WMVT (TV) Burlington, Vt. (ch. 3), owned by WCAX Broadcasting Corp. with Stuart T. Martin as general manager, to affiliate tomorrow (Tuesday); KTVX (TV) Muskogee, Okla. (ch. 8), owned by Tulsa Broadcasting Co. with L. A. Blust Jr. as general manager, to affiliate Sept. 18; WCNY-TV Carthage, N. Y. (ch. 7), owned by Brockway Co. with Louis Saiff Jr. as general manager, to affiliate Oct. 1.

WOKY-TV Milwaukee (ch. 19) said in a

Obviously OUTSTANDING . . .



In Peoria . . .

BANKERS BUY WMBD

Peoria bankers invest *their* money wisely . . . that's why WMBD gets top priority in Peoria financial institution advertising. Currently, these leading Peoria banks sponsor 17 quarter-hour programs weekly on WMBD.

JEFFERSON TRUST & SAVINGS BANK
The 8 AM News
Monday Through Saturday

THE COMMERCIAL NATIONAL BANK
"Inside My Bank"
Monday Through Friday

THE CENTRAL NATIONAL BANK & TRUST CO.
"The Musical Clock"
Monday Through Saturday

WMBD sells ALL banking services. Take a tip from Peoria's leading bankers—they know that . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters

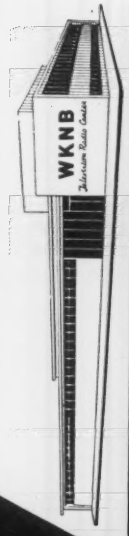
AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

Advertisers GET RESULTS on WKNB-TV

Hartford-New Britain Market 3rd richest in U.S.

You cannot dominate this big Hartford-New Britain Market unless you use WKNB-TV. Scores of proven success FACTS.

FIRST Television station in Hartford County.
FIRST in national and local program popularity.
FIRST in acceptance by local advertisers.



The New WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company

Over 190,000 HOMES delivered

Certified July figures

statement last week it would relinquish its ABC-TV affiliation effective Oct. 1. It will continue to carry DuMont Tv Network programs.

With the addition of WMVT, the announcement said, ABC-TV has affiliates in 47 states (all but Delaware, which the network said is "completely covered" by ABC-TV affiliates in adjacent states), the District of Columbia, Canada, Puerto Rico, Alaska, and Hawaii.

RADIO-TV HANDICAP CITED BY MEDINA

LIVE coverage of government hearings and similar proceedings by television, radio and "the like" raises "a psychological and very real barrier which, for all practical purposes, makes it impossible to get at the truth."

This contention was advanced by U. S. Court of Appeals Judge Harold R. Medina last Thursday night in CBS radio and television broadcasts. CBS had volunteered the time to him to answer CBS President Frank Stanton's Aug. 26 broadcast editorial arguing radio-tv's right to equality with other news media in providing on-the-spot coverage of hearings [B•T, Aug. 30].

"Brushing aside" other arguments, Judge Medina said his point is this: "Whenever there is a proceeding the object of which is to ascertain the truth, from conflicting testimony of witnesses and other proofs, whether it be in a courtroom or at a legislative hearing, or anywhere else, the questioning of the witnesses before television apparatus, radio and the like furnishes such an impediment and handicap that the ascertainment of the true facts becomes well nigh impossible."

Judge Medina emphasized the difficulty of determining the truth under any circumstances, then observed:

"But when the judge, the witnesses and the lawyers, or their counterparts, perform their functions in legislative hearings, for example, before the microphones and batteries of floodlights, knowing that perhaps ten millions of people or more are listening and watching their every move, the temptation to put on an act becomes almost irresistible. And that is what they do. You have all seen it again and again in the recent proceedings which must still be fresh in the minds of everyone. Amidst all this confusion, with witnesses and interrogators making speeches, interrupting one another, tossing in asides, with or without looks of astonishment, surprise, dismay or what not, how is one to find that submerged but precious kernel of truth?

"Years ago the radio began to find its way into some of the courtrooms. But that has now pretty generally been stopped. I well remember listening over the radio to the broadcast of the board of steamboat inspectors who were investigating the Morro Castle disaster. Hundreds of witnesses were interrogated. One of them, in the midst of his testimony, seized the microphone and said, "How am I doing, Mom?" But all that was stopped. Are we to go through the whole weary business of fighting it again, now that the public has had a taste of what fun it is to watch proceedings over television?"

Judge Medina conceded that "of course people like to see and hear these proceedings over radio and television," that it's "lots of fun" and "instructive, too, in a way." But he denied that the fact that courts are open to the public conveys to the public the right to see the proceedings on tv or hear them on radio.

"The reason our courts are open to the public is not to provide recreation or instruction in the ways of government, but to prevent the possibility of Star Chamber proceedings, where everything is secret and corruption or flagrant judicial abuses might flourish unseen and be impossible of detection and exposure," he argued.

"It is just and right that the people should see the wheels of justice in motion and that the press should have free access to every court from the lowest to the highest. But the comings and goings of the members of the press are orderly and easily controlled. They present no such psychological barrier to the ascertainment of truth as do the radio and television."

Judge Medina felt that "advances in radio and television techniques will sooner or later eliminate objections based upon the presence of the lights and cameras," for example. Of complaints that participants in hearings would "seize the opportunity for personal publicity and the airing of their pet views," he said that "none of these complaints can fairly be leveled at television and radio. If there is injustice, it must be blamed on those conducting the trial or the hearing."

AT&T TO ADD 17 CITIES FOR NETWORK TV LINK

Network service will go into three new states, with 28 stations getting their first intercity connections in September.

SEVENTEEN additional cities are slated to get network television service this month, AT&T's Long Lines Dept. announced last week, pointing out that the group includes cities in three states that have not had such service before.

In all, 28 tv stations will be linked with the AT&T intercity facilities during September, according to present plans. Currently, some 309 stations in 198 cities are interconnected for network tv service.

AT&T said approximately 1,400 miles of new microwave facilities were required to put the following cities on network routes: Albuquerque; Alexandria, La.; Asheville, N. C.; Cape Girardeau, Mo.; Duluth; Durham, N. C.; Enid, Okla.; Fargo, N. D.; Hartford, Conn.; La Crosse, Wis.; Las Vegas, Nev.; Manchester, N. H.; Marinette, Wis.; Mobile; Pensacola; Pittsburg, Kan., and Poland, Me. The scheduled September interconnections also would provide additional network outlets in Charleston, S. C.; Charleston, W. Va.; Harrisburg, Pa.; Lake Charles, La.; Salt Lake City, and Sioux City.

States which are slated to get network service this month for the first time are North Dakota, New Hampshire and New Mexico.

Stations and cities scheduled to be interconnected with AT&T's nationwide tv intercity facilities during September were listed as:

STATION	CITY
KOB-TV and KGGM-TV	Albuquerque, N. M.
KALB-TV	Alexandria, La.
WLOS-TV	Asheville, N. C.
KFVS-TV	Cape Girardeau, Mo.
WUSN-TV	Charleston, S. C.
WKNA-TV	Charleston, W. Va.
WDSM-TV and KDAL-TV	Duluth, Minn.
WTVD	Durham, N. C.
KGEO-TV	Enid, Okla.
WDAY-TV	Fargo, N. D.
WCMB-TV	Harrisburg, Pa.
WGTH-TV	Hartford, Conn.
WKBT	La Crosse, Wis.
KPLC-TV	Lake Charles, La.
KLAS-TV	Las Vegas, Nev.
WMUR-TV	Manchester, N. H.
WMBV-TV	Marinette, Wis.
WALA-TV	Mobile, Ala.
WPFA-TV and WEAR-TV	Pensacola, Fla.
KOAM-TV	Pittsburg, Kan.
WMTW	Poland, Me.
KUTV	Salt Lake City, Utah
KFMB-TV	San Diego, Calif.
KTIV	Sioux City, Iowa
KXJB-TV	Valley City, N. D. (Fargo Studio)

Hurleigh Succeeds Holles In Mutual D. C. News Post

ROBERT F. HURLEIGH, MBS news commentator, succeeds Everett Holles who has resigned as top MBS newsman in Washington, D. C., the network is announcing today (Monday).

MR. HURLEIGH

Mr. Hurleigh, who broadcasts a daily news commentary from Washington, has been associated with Mutual for the past 10 years. He assumes his new duties Sept. 20.

Mutual said Mr. Holles, who joined the network's Washington news staff in August 1950, has been in charge of the operation since March 1953. He will announce his future plans "shortly."

CBS' Pre-Elections Programs

SERIES of eight pre-elections programs, designed to present the political "feel" of the nation as determined in a coast to coast study by CBS News, will be broadcast by CBS Radio on consecutive Sundays (12:05-12:30 p.m. EDT) from Sept. 12 through Oct. 31, the Sunday before the Nov. 2 balloting.

ABC's Maurie Murray Dies

FUNERAL SERVICES were held Wednesday for Maurie Murray (Maurice Fisher), 48, producer at ABC's WBKB (TV) Chicago, who died of a heart attack Aug. 30. Mr. Murray had been with ABC, Chicago since 1946 when he joined as a radio producer. Last July he became program and production manager of WENR before that station merged with WLS. He is survived by his wife, Rose, and two sons, Robert and Shell.

NETWORK PEOPLE

Arthur Godfrey, CBS-TV star whose pilot's license has been suspended, awarded diamond-studded silver punch bowl from National Aviation Trades Assn. at Virginia Beach, Va., Aug. 2 for contributions to aviation.

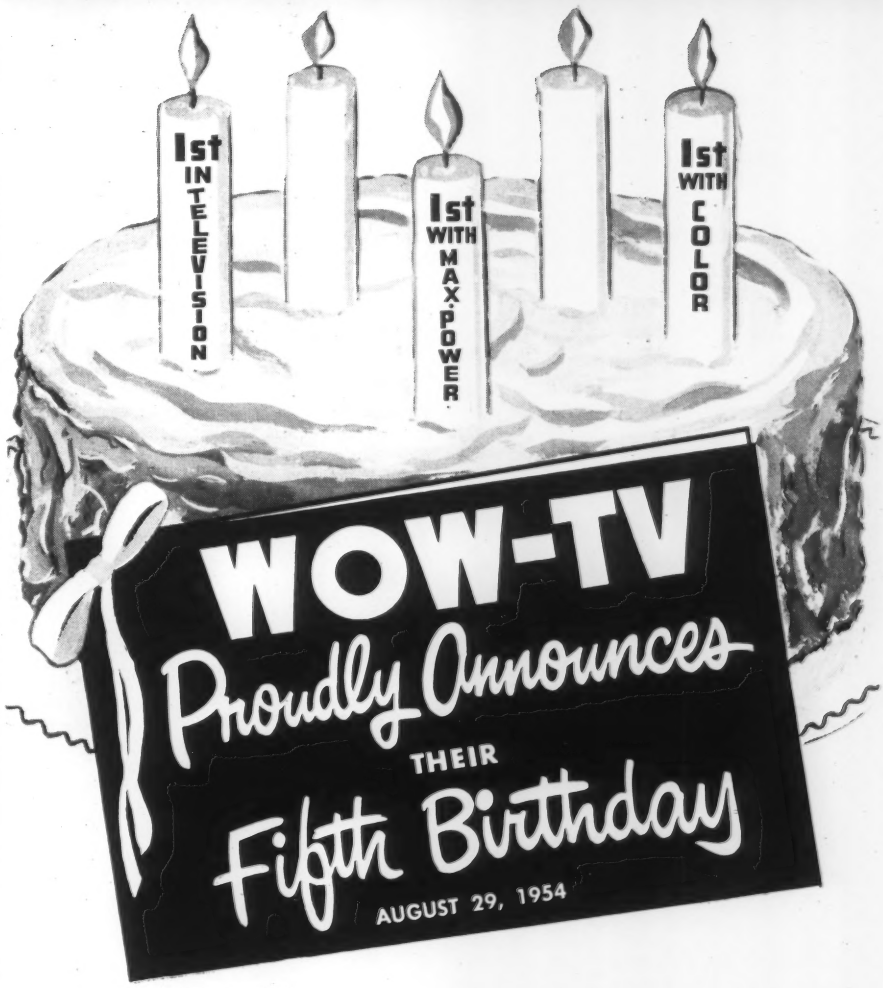
Gordon MacRae, star, former NBC Radio *Railroad Hour,* signed by Ted Bates & Co., Hollywood, as singing host, NBC-TV *Colgate Comedy Hour.*

James Burke, assistant news manager, CBS-TV, appointed assignment editor, radio and tv news; **Robert Skedgell,** special events director, CBS Radio news, and **David Zellmer,** producer, CBS-TV's *The American Week,* appointed executive producers, radio news and tv news, respectively.

William McFaddan to DuMont Tv as studio operations supervisor.

William S. Hedges, vice president, NBC, appointed chairman, radio committee, Travelers Aid Society, N. Y.

Dick Joy, news director, KFAC Los Angeles, appointed program announcer, CBS-TV's *December Bride.*



OMAHA'S PIONEER STATION

- WOW-TV was one of the first eighty stations in the nation (first in Nebraska) to apply for an FCC license.
- WOW-TV was the first station in Nebraska to begin regular telecasting (August 29, 1949).
- WOW-TV was the sixth station in the nation (first in the Midwest) to operate on maximum power (February 24, 1953).
- WOW-TV was the first television station in the Midwest to have a color telecast (December 20, 1953).

WOW-TV's pioneering spirit has created a growing Midwest television audience.

This means your advertising dollars do more today on WOW-TV and will do more tomorrow, too.

WOW TV

OMAHA CHANNEL 6

NBC-TV • DUMONT AFF. — 100,000 WATTS — BLAIR TV REP.

A MEREDITH STATION

Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

The Nation's Newest Network!

THE THOROUGHBRED BROADCASTING SYSTEM, INC.,

will begin operations on a 6-times-per-week basis, broadcasting the

"RACE OF THE DAY"

from major race tracks,

Mondays through Saturdays
(instead of tri-weekly
as originally planned)

If you would like to carry this low-cost, money-making feature
with
CLEM McCARTHY
and
PHIL SUTTERFIELD
phone, wire or write:

THOROUGHBRED BROADCASTING SYSTEM

315 Coleman Building,
Louisville 2, Kentucky

PHONE:
JACKSON 7431

First Broadcast September 28

Folsom Sees Benefit In Switch to 45 Rpms

RCA president says the newer discs will be as valuable to stations as they have been to the general public.

THE SHIFT from 78- to 45-rpm recordings, which stirred up a tempest a few weeks ago when record manufacturers made clear they intend to supply only 45s to broadcast stations, "will prove of the same material benefit to the radio stations as it already has to the public and to the industry as a whole," RCA President Frank Folsom said last week.

Asserting that eventually the sale of all 78-rpm records will be so small they will be discontinued, Mr. Folsom cautioned that "radio broadcasters desirous of providing audiences with the best in popular music in the period ahead will, therefore, find themselves at a loss to maintain high listening standards, unless they join the change-over to 45-rpm recordings."

After tracing a trend which he said "became markedly visible two years ago," Mr. Folsom said that "this year, the sale of '78' popular records is dropping at such a rate, and '45s' are increasing so fast in public esteem that we now foresee the end of records of the old speed." He continued:

"Many radio stations aware of this trend have taken steps to stay abreast of the times by changing over to 45-rpm. Many others are in the process of doing so. A number of recording companies including RCA Victor have announced that from now on only '45s' will be shipped as disc jockey records.

"It is recognized that the furnishing of records to stations is of tremendous mutual benefit to the stations and the recording companies. Looking forward to the time when 78-rpm records are no longer available, it is clearly evident that we will both lose if stations are unprepared to play the new microgroove records.

"The most popular record merchandise for all companies in dealers' stores throughout the country at the present time is the 45-rpm 'extended play' albums. In many cases, these selections are not available in any other speed. The only way we can get them to radio stations is on the 45-rpm speed.

"We sincerely believe that the problem of providing radio stations with good programming material will get more and more acute in the future for stations that are not geared to play what record customers are buying, what dealers are stocking, and what the industry is recording . . ."

Muzak Sues Restaurant For 'Pirating' Music

LAWSUIT accusing a suburban New York restaurant of pirating Muzak-copyrighted music that is transmitted by a New York fm station was filed by the Muzak Corp. last week.

In a complaint filed Wednesday in the U. S. District Court for the Southern District of New York, the background music firm charged that Wilskers Inc., a restaurant in the new multi-million-dollar Westchester Cross County shopping center, "gave public performance for profit" of compositions copyrighted by Muzak.

A spokesman for Muzak said the issue is whether anyone has a right to install a sound system containing an electronic device to eliminate commercials and other vocal material—similar to the receiving units which Muzak customers have—for the purpose of picking up and playing the same programs and copyrighted selections for which Muzak licenses its clients.

The New York station carrying Muzak programs is WGHE (FM). Commercials, vocal material, etc., are eliminated for Muzak customers by a special device installed in their receivers.

Harry Houghton, Muzak president, said in a statement issued coincident with filing the suit, which asks that Wilskers be enjoined from making unlicensed public use of Muzak music and be required to pay damages:

"I have been greatly alarmed at the increasing number of incidents involving the unlicensed use of music and programming from our Muzak library. The result of this has left us with no other alternative than to bring action against Wilskers Inc.

"In bringing this action we are not only directly seeking damages and an injunction against this particular defendant, but through this legal process seek to put others on notice that action similar to Wilskers is unauthorized and a violation of our rights and that we will not hesitate to go to the courts for such redress and protection that we shall from time to time deem expedient to protect our interests."

Before It's News

INS-TELENEWS claimed a beat on the rest of the film news service field last Tuesday with an exclusive, filmed-in-advance interview with Sen. Karl Mundt (R-S. D.) summarizing and analyzing the long-awaited report on the Army-McCarthy hearings. INS spokesmen said the interview had been distributed to INS-Telenews subscribers in time for them to telecast it when the report was made public at 6:21 p.m. EDT Tuesday.

RCA Thesaurus Adds 'Attention Getters' Aids

RCA Thesaurus announced last week the addition of a new group of transcribed sales aids, "Echo Attention Getters," to its "sell effects" catalogue section which includes various sales aids such as commercial sound effects, commercial time and weather, and gift occasion jingles, audition discs, program signatures and transcribed holiday shows.

At the same time, the transcription library service announced plans for its annual college football show series, *Pigskin Parade*, that features predictions, big game highlights, sidelight stories and other features. First broadcast of the 15-minute show series will cover Sept. 18 games.

The "Echo Attention Getters" consist of single words, such as "new," "refreshing," or "bargain" etc. to obtain audience attention by repeating the words in diminishing volume. The effect, according to RCA Thesaurus, is to present a big production sound to local commercials.

13 Join Keystone

THIRTEEN stations have joined Keystone Broadcasting System as affiliates, bringing its total to 764, the network announced Tuesday. New affiliates, according to Blanche Stein, station relations director, are:

WZOB Fort Payne, Ala.; WETU Wetumpka, Ala.; KYOS Merced, Calif.; WILO Frankfort, Ind.; WPGW Portland, Ind.; WARE Ware, Mass.; KRES St. Joseph, Mo.; WKXL Concord, N. H.; WENC Whiteville, N. C.; WCVI Connellsville, Pa.; WDXL Lexington, Tenn.; WVVW Fairmont, W. Va.; WETZ New Martinsville, W. Va.

LEGION AUXILIARY HONORS SIX SHOWS

Golden Mike awards are presented for three radio and three tv programs at Washington ceremonies.

SIX PROGRAMS, three radio and three tv, were honored last Wednesday at the fifth annual Golden Mike awards presentation of the American Legion Auxiliary at the Mayflower Hotel, Washington, D. C.

The programs were selected by a nationwide poll of auxiliary members in three categories: Americanism, child welfare and the welfare of the family as a whole. Mrs. Harold S. Burdett, national president of the auxiliary, presented the awards.

Awards for the best "patriotic, dramatic" programs of 1954 went to: tv, *Cavalcade of America,* ABC-TV, and radio, *I Was a Communist for the FBI,* produced by the Frederic W. Ziv Co. The *I Was a Communist* award is the first Golden Mike presented to a non-network show. *Cavalcade* received its fifth consecutive award and a special Mike plaque, commemorating the event, was presented to Edward Pechin, division manager of the DuPont Co. advertising department, sponsor of the series, and Patrick O'Neal, a *Cavalcade* actor. Robert Flood, Ziv publicity, accepted the award for Ziv.

Awards for the best children's programs were presented to: tv, *Ding Dong School,* NBC-TV, and radio, the *Lone Ranger,* ABC. Judith Waller, of NBC, Chicago, received the award on behalf of Dr. Frances Horwich, producer of *Ding Dong.* Raymond J. Meurer, vice president of the Lone Ranger Inc., and Bonita Granville Wrather, wife of Jack Wrather, president of the firm, received the award for the program. Actor Brace Breemer, Lone Ranger star, put in a surprise appearance.

The "best all-round family" programs to receive Golden Mikes were: tv, *I Love Lucy,* CBS-TV, and radio, *One Man's Family,* NBC. The *Lucy* Mike was accepted by "Johnny" of Philip Morris Co., sponsor of the show, on behalf of Lucille Ball and Desi Arnaz. William S. Hedges, NBC vice president for integrated services, received the Mike for *One Man's Family* on behalf of writer Carlton E. Morse.

A special award for past service to the American Legion was presented to Doris Corwith, NBC supervisor of religious broadcasts and talks, who is a past president of the Auxiliary and past chairman of the radio committee. She also is past president of the American Women in Radio & Television.

AWARD SHORTS

WJAS Pittsburgh presented award from U. S. Marine Corps. for "cooperation and generous assistance extended in 1954 to the local U. S. Marine Corps."

John Rust, producer, *Justice,* NBC-TV, presented citation from standing committee on legal aid, American Bar Assn., for " . . . untiring efforts and years of devoted service to legal aid . . . "

Joe Grady and **Ed Hurst,** co-m.c.'s, WPEN Philadelphia *950 Club,* presented certificate of award for public service work during 1954 National Convention of VFW, that city.

TWA FOLDS AFTER LOSING STRIKE

TELEVISION Writers of America no longer exists, western regional President Ben Starr informed the membership by letter last week. The letter followed a count of votes on the issue last Tuesday.

Referring to a recent unsuccessful strike against the networks, Mr. Starr said TWA had proved itself "a principled union" by refusing to sign a bad contract just to perpetuate itself. He praised TWA for its "forthright stand against blacklisting . . . this very important blight in our industry."

Meanwhile, individual TWA members are reported joining Writers Guild of America West (see story below).

Writers Approve WGAW By Ballot of 325-12

CONSTITUTION of Writers Guild of America West Inc., formed of former Screen Writers Guild, SWG-Tv Writers Group, and Radio Writers Guild, was approved 325-12 at a Beverly Hills SWG meeting last month. A concurrent RWG meeting approved 73-23 [B•T, Aug. 16].

The SWG meeting also voted a constitutional amendment, to be included in the Nov. 17 election of permanent officers, which bars present Communists and sympathizers from WGAW membership.

A joint WGAW meeting followed separate SWG and RWG voting. F. Hugh Herbert,

national advertising representatives

BRANHAM

NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE

ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

a big frog
in a big pond

A combination you can't beat... the booming voice of an established VHF station with maximum power, 1049 foot tower and CBS, ABC and Dumont programs in a pond that not only includes America's 25th metropolitan market but the entire eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Buy the granddaddy of them all – then watch your sales curve climb.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

SWG president, was named temporary president. Other temporary officers include Gomer Cool, vice president, RWG western region, as vice president; Morgan Cox, chairman, SWG-TWG, secretary-treasurer; and as directors, Jerome Lawrence, national RWG president; David Dortort, SWG tv vice president; Frank Nugent, SWG vice president; Richard Breen, former SWG president, and Warren Duff, chairman, SWG reorganization committee. Frances Ingles, SWG executive secretary, continues temporarily in a similar WGAW position.

Mr. Lawrence said the vote answered charges made by five RWG members before the meeting that the new group leadership would be "loaded" in favor of SWG membership.

Other business included a report by Mr. Cox on tv negotiations with major studios, disaffiliation with Author's League of America effective Aug. 28, and appointment of a committee to plan affiliation with an overall writers group to be called Federation of American Writers.

Previously, Screen Story Analysts Guild, previously affiliated with SWG, voted to change to IATSE. Business agent Kay Lenard said while Analysts and SWG have much in common, "since Analysts are wage-and-hour employes, their interests can best be served in a craft union, such as IATSE."

Examiner Recommends NLRB Ruling Against KFSD-TV

A CEASE and desist order has been recommended by a National Labor Relations Board trial examiner in San Francisco refraining Airfan Radio Corp., licensee of KFSD-TV San Diego, from engaging in certain unfair labor practices.

The trial examiner after findings recommended that KFSD-TV cease and desist from:

(a) Restricting its employes by rule or otherwise from engaging in union activities on company property during non-working time;

(b) Unlawfully assisting the National Assn. of Broadcast Employes Technicians (NABET) by permitting only that labor organization to meet with its employes on company property.

(c) Making pre-election speeches to employes on company time and property so long as it maintains a rule prohibiting union access to company property on non-working time.

(d) In any like or related manner interfering with, restraining, and coercing employes in the exercise of the right to self-organization, to form labor organizations, to join or assist International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), or any other labor organization, to bargain collectively through representatives of their own choosing, to engage in concerted activities for the purpose of collective bargaining or other mutual aid or protection, or to refrain from any or all of such activities, except to the extent that such right may be affected by an agreement requiring membership in a labor organization as a condition of employment, as authorized in Section 8 (a) (3) of the Act.

KTTV (TV) Union Vote Asked

THE National Assn. of Broadcast Employes & Technicians has filed a collective bargaining election petition with the National Labor Relations Board for between 25 and 30 program department members at KTTV (TV) Hollywood. The group currently is represented by IATSE, whose contract expires Oct. 31. NABET represents KTTV engineers and lighting technicians.

WANT THE WOMAN'S EAR IN ROCHESTER ? ? ? ?

MR. HOOPER GIVES YOU THE ANSWER:-

Hooperatings—July 1954

DAYTIME SHARE OF AUDIENCE:-

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MONDAY THRU FRIDAY 8 A.M.—12 NOON	41.7	19.4	18.5	17.6	1.9	0.9
MONDAY THRU FRIDAY 12 NOON—6 P.M.	36.9	19.9	24.4	8.0	5.7	2.8

And it goes without saying that WHEC is practically unchallenged in presentation of the top daytime shows. Latest Pulse survey confirms above Hooperatings,—in fact, WHEC has lead consistently the Rochester radio field ever since the first Hooperatings were made in Rochester way back in 1943 . . .

Right now we can offer you some fine adjacencies,—also some good participations. If you *want* the woman's ear in Rochester you *want* WHEC!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

They live on the Pacific Coast...

they listen to DON LEE RADIO*

*Don Lee IS Pacific Coast Radio

For high score in coverage, choose six letters . . . D-O-N L-E-E, the 45-station network that sells 45 important Pacific Coast markets *from within*. It's the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.

MONEY MAKER

This 250 watter does $200,000 a year in a town of 8,000 people. The story tells how.

"WE DRIVE like hell on Main Street, not Madison Avenue. We are satisfied with a reasonable profit and a comfortable operation, geared for the long haul. You see, we think radio is here to stay."

That graphic statement epitomizes the working philosophy of Ben Sanders, president and general manager of KICD Spencer, Iowa, a minuscule 250 w station set in a town with fewer than 8,000 inhabitants.

It's a philosophy that pays off, too. In 1945, when Mr. Sanders took over operations of the then three-year old KICD, the station's gross revenue was $5,600. Last year, KICD time sales totaled $199,913 before agency commissions, and this with a base rate of $50 an hour on a one-time basis. After meeting a payroll of well over $100,000 for the year and paying federal income taxes of about $12,000, the profit described as "reasonable" by Mr. Sanders came to $22,303, better than 10% of the station's gross.

Mr. Sanders' allusion to Madison Avenue ("I don't think you'll find a Main Street in New York City") is uttered without a trace of envy. The bulk—better than 90%—of KICD's business is local, with roughly 5% coming from regional advertisers, 4% from national spot accounts and 1% from network (MBS) business.

Mr. Sanders explains: "We take what we get in the national and regional fields but we don't spend time or money going after the ivory towers. When they try us we produce. In most cases they stay."

Summing up his theory of station operation in a credo he has frequently expounded at industry meetings, Mr. Sanders states:

"Invest in radio as a medium and it will yield ample returns. But, first, invest. Too many stations put the cart before the horse.

"Staff is the most important ingredient. First, we secured thoroughly experienced men. The best way to get them is to pay them the coin of the realm. Pay 'em enough that they can't afford even to listen any place else. [Total KICD salaries run $100,971 per year, including commissions to the two salesmen.] Next, get good material and build it around these men, good local boys and girls.

"The FCC says you shall serve the public interest, convenience and necessity. Our policy is to do it all the way. Give the public what they want, when they want it, in a friendly easy-going manner. Live and broadcast the lives they live—local news, local music, local sports, local names. Play network as merely an added prop, not a foundation.

"Our audience is our most valued possession, even more so than our sponsors. Sponsors leave us if we don't have the audience. If we have the audience, they can't afford to leave us.

"Charge a fair rate. Make it stick. Lose the business before cutting your rate.

"We are interested only in advertising services and merchandise that are good enough for our audience. And our audience knows that. We don't try to sell them Christmas tree ornaments. Nor do we brag about our mail count. We don't even keep track of it. The only thing an advertiser is interested in is results."

When it comes to programming, Mr. Sanders' first principle is, "Spend money. Spend it wisely, but spend money," he declares. "Buy good men, buy good music, and get out of the studio. Go to the audience. Tape interviews with farmers, remotes from sports, remotes from special events, on-the-spot pickups from news happenings, sponsored or not, get 'em. Stay away from 'productions' a la long hair. Just give 'em what they want. Insert the advertising in an easy manner, effectively, without 'bothering.'

"Get the right newsman, then give him a free hand. He's one of your most important men. Let him have 'sources,' even if they cost money . . ."

Mr. Sanders places no more importance on "success stories" of KICD's advertisers than he does on the station's mail count. Noteworthy, despite this attitude, are the experiences of several KICD clients. One, Spencer Sewing Machine Co., offered a $50 allowance for old machines traded in on a certain new model and, using its regular daily show plus a few spots, sold 27 machines worth $5,088 in ten days. This same company used 28 announcements on KICD for a contest to locate the oldest sewing machine in the area and, even with this limited appeal, pulled 1,636 replies from 118 towns in three states—Iowa, Minnesota and Nebraska.

Chozen's department stores in Spirit Lake (25 miles from Spencer) and Jackson, Minn. (35 miles away), involved KICD in an effectiveness test when, after using newspaper ads in Jackson and some spots on a nearby radio station with results, Mr. Sanders described as "indifferent," the Spirit Lake store took a package of ten announcements on KICD. Result: the biggest sale-opening in the history of the Spirit Lake store and an upsurge of sales in Jackson.

Another Spirit Lake retailer, Herschell Hill, disposing of his store because of ill health, used $132 worth of spots on KICD to advertise his closing out sale. After moving over $18,000 worth of merchandising he had to cancel some spots because he was sold out.

Mr. Sanders probably has it right when he looks at his station's list of more than 225 regular local advertisers and comments: "Most of them have attained success or they wouldn't continue to use KICD."

ASIDE from being a money-maker, KICD also seems to be happy working grounds for employes, most of whom have been with station for number of years. L to r (back row): Ken Black, commercial manager; Filmore Stoermer, farm director; Corliss Von Housen, engineer; (middle row): Ben Sanders, president and general manager; Tom Shumate, production director; Hank Cate, sales representative; Mason Dixon, program director; Ginger Phillips, copywriter; Loyal Farrel, announcer; Mary Lundt, copywriter; Steve Allen, announcer; (front row): Phyllis Hintz, secretary; Mel Hagberg, traffic manager; Jack Wedel, announcer; Hans Neilson, custodian; Eldon Kanago, chief engineer; Deone Reeser, secretary-treasurer; Bernice Christensen, bookkeeper, Bob Tuttle, engineer. Those not present for the picture include: Harvey Sanford, news director; Bill Higgins, announcer and Vinton Arnold, special Great Lakes correspondent.

A MAJOR SPEECH ON MAJOR ISSUES

SARNOFF SPEAKS HIS MIND ON COLOR, RADIO, THE FUTURE

WHAT will be the respective positions of radio and television networks?

What is color television's future? Black-and-white?

Should networks editorialize?

What should networks do in the Bricker investigation?

Do affiliates owe networks an obligation in such an investigation?

How is the science of electronics shaping the world? What will the future offer?

What about tv receivers with no tubes—not even a cathode tube? How soon?

These questions, and many others, were answered in detail and with no-holds-barred courage last Tuesday by Brig. Gen. David Sarnoff, RCA-NBC board chairman, in an historic address to NBC-TV affiliates at the Drake Hotel, Chicago.

Throwing away a prepared speech, or "boiler plate" as he termed it, Gen. Sarnoff indulged in one of the infrequent ad lib dissertations that have given him a national reputation as an extemporaneous speaker.

Herewith are excerpted portions covering all the principal points of an hour-and-a-half talk that revealed his private thoughts about many of the major issues confronting radio and tv broadcasters—

THE FUTURE OF RADIO NETWORKS

Gen. Sarnoff showed deep concern over the future of radio networks as he faced NBC-TV affiliate operators, a large share of whom are NBC Radio affiliates.

". . . I might call your attention to the plight of the radio networks, for example. You know there is an awful lot of misinformation about them. I sometimes thought, although I wasn't always sure, that perhaps one of the best things that could happen would be for all the networks to publish their figures of income and profits both in radio and television, and I don't want to exclude losses, by the way—income, profits, and losses. And if they were kept on a uniform basis, if all networks kept their books on the same basis, so you could really have an intelligent comparison between them, oh, how surprising to some that information would be.

"Some people who claim or think they are making profits might discover that it wasn't the apples but the oranges that were making the profits, or vice versa.

"I think I need not dwell upon the fact," he said, "that if you were today making your will, and you had to decide on securities that you would select for your wife and children, for their sustenance and future after you are gone, that you are not likely to make that investment today in a radio network. I mean just a radio network and nothing else. I shouldn't think the advice you would get from financially-minded experts would be that a profitable, growing and promising enterprise in the United States is a radio network.

"I have had the thought for some time that there was only one direction, incomewise, for radio networks to go, and that is down instead of up. I was challenged in that view and I had hoped right along that I might be wrong because there is no statement I would rather be wrong in than in that one, but what are the facts today?

"Every now and again you hear about some national advertiser cancelling his programs on radio networks. Daytime as well as nighttime.

"If a business starts going down, it is very difficult to arrest the decline, and it is not so easy to readjust your appetite to the dwindling victuals that are placed on your plate.

"We do have this advantage, speaking for NBC. We have been dieting for the last few years on the radio network, and we have gotten slenderized—our figures are trimmed in that respect, while some of our competitors have been more fortunate in the last two or three years, and they still have to learn how to get along on the reduced rations of a radio network diet. I hope that the rate of their radio decline will not be so violent or rapid as to interfere with the health of their remaining organisms.

"While that is going on, some independent radio stations as well as affiliated stations have been doing very well. They have been doing well through local business, through spot business, through all the names that you gentlemen invent from day to day that even I can't keep up with—station breaks and other kinds of breaks—but that hasn't helped the radio network to grow and remain healthy. It may be that in radio perhaps you can get along fairly well without a network because of the recorded programs and revenues you derive from local and other sources.

"If this be so, and if the radio network declines to a point where it no longer has sufficient energy to sustain its body, you know what happens under those conditions. If you think that a radio station, particularly an important radio station in an important center, can remain prosperous regardless of whether it has a national network or not, if you believe that, then, of course, you will have no interest in the continued life of a radio network. On the other hand, if radio networks should cease to exist, I believe you would find that the importance of a radio network, as an instrument of national service and national defense, would compel such a network to continue in one form or another.

"To be able to make instantaneous contact with all of the people

of the country, wherever they may be, in millions of automobiles or elsewhere, in times of national emergency or national disaster, is an instrument of national defense that must not be overlooked.

"I don't say that radio networks must die because every effort is being made and will continue to be made to find new patterns, new selling arrangements, and new types of programs that may arrest the declining revenues. It may yet be possible to eke out a poor existence for radio networks, but I don't know."

RCA-CBS COLOR BATTLE

The competitive position of color television has shifted from an era of "fancy claims" to "performance," according to Gen. Sarnoff. "I advise you to discount most statements on color achievements," he said, belittling claims of fast tube production and charging those who make the claims aren't providing the tubes. "If you have a tube, set and programming, watch the performance of the tube, set and programs and you will know as much as the company executives," he said.

Obviously angered by CBS-Columbia color claims and their demonstration of color and monochrome sets in the Drake Hotel while NBC-TV affiliates were meeting, he said there is room for everybody in color without running down competitors. "Within a decade everything that exists today will be obsolete," he predicted. "This industry lives on obsolescence which means replacement by better equipment and services."

Gen. Sarnoff got down to specifics—CBS—in referring to a Monday slogan at the CBS-Columbia distributor meeting: "Aren't you glad you waited for CBS-Columbia color?" He said, "What is CBS color?"

"Is it the incompatible system," he asked. "We still are waiting. We welcome CBS into the respectable society of compatible color television. We expect they will do a first class job. But for CBS to claim credit for having brought color to its present stage reflects a degree of shyness, modesty and self-effacement I wish I had," he said. "NBC's competitor is just now starting its introductory year as we have concluded ours. We mean to continue keeping ahead and to broaden the base of commercial color television."

Looking into color's future, he recalled the Army's combat television maneuvers in August [B•T, Aug. 16] and observed, "Man can now see the world from one place." He continued, "The time will soon come when the broadcaster can no more ignore color than a movie producer can ignore sound. The added cost of color will be so slight that the broadcaster will not be justified in broadcasting black-and-white only."

As to commercials, he said advertisers will demand color programs and especially color commercial messages. He reminded that many millions are spent on color in printed media and for packaging. Both impact and recollection are strengthened by color, he said.

Gen. Sarnoff announced the RCA 21-inch tube and simplified receiving set will be demonstrated Sept. 15 at the Princeton laboratory. The tube is to cost $175, same as the CBS 19-inch tube. Referring again to competitive color tubes, he said the rejection problem in mass production is of first importance. Other problems, besides rejections, are uniform color across the entire tube face, brightness, resistance to temperature, ability to stand shipping and simplicity of production.

"We believe we have solved the problems," he said.

Color set sales will increase with great rapidity, awaiting steadiness of service, simplicity of operation and the right price, he explained. "Once the price is down to $500 retail, color will develop to an astonishing degree," he said. "Then $400, $300 and so on. The $500 21-inch set is not so far away—possibly only a year."

SCIENCE

Two years ago Gen. Sarnoff asked his organization to give him three birthday gifts within five years when he would observe his 50th anniversary in electronics. They were magnetic tape recording of television, an electronic air conditioner and amplification of light.

NBC-TV will use tape recordings of tv programs experimentally within a matter of months, he predicted. Substantial progress has been made in electronic air conditioning but it still is in the laboratory stage. Progress has been made in amplification of light, with a possibility it will be achieved some time in the future—"five years on a guess."

Within a few years there will be no tubes in a television receiver, not even a cathode tube, Gen. Sarnoff predicted, scoffing at competitors who speak in terms of one and three-gun tubes, masks and similar details "that belong to the language of the past."

He pictured a day, not many years away, when a "tv box no larger than a cigar box, with tuning and volume controls, will produce a tv picture of any desired size on a wall screen in every room in the house. The image will be black-and-white or color and neither the control box nor screen will use any tubes. This electroluminescent screen will resemble in some ways 16 and 35mm movie screens. The new "television language" will utilize transistors, whose universal employment awaits practical production developments.

INVESTIGATIONS AND AFFILIATES

Gen. Sarnoff hit the Washington probe situation head-on. "We don't welcome it," he said, "but we don't fear it. We have no apologies for what the network is doing. Since it was decided to conduct a 'study,' we welcome the opportunity to cooperate and to present our case, telling what we know about network operations.

"This is an opportunity for us, and other networks, to start educating the public and even legislators about what the network is doing and its place in the American system of broadcasting."

If it is a constructive inquiry to get at the facts, he welcomes it, Gen. Sarnoff said. "If otherwise (I don't suggest it is), then we will meet it as it comes and defend ourselves as best we know how."

"Let's take a constructive attitude. Nothing can be gained by being apprehensive. They asked for information—if proper, we want to supply it."

As to the role of NBC affiliates, he said, "if you feel the fate of networks is not important, I think there is no reason for you to take our troubles on your shoulders. If you feel the future of networks is your business as well as ours, if you want freedom for your business to be run without undue pressure, if you believe there is no conflict of interest between the network and affiliated stations"—if these premises are accepted, he said, affiliates can decide their role in the investigation. He added that national networks naturally attract the interest of legislative bodies.

EDITORIALIZING BY NETWORKS

Asked if networks and corporate entities should take editorial positions, Gen. Sarnoff said he has thought "a good deal about this vital question." He was in "complete agreement" with Dr. Frank Stanton in the CBS president's Aug. 26 simulcast editorial in regard to the claim that radio and tv networks should have the same chance as the press to cover hearings.

He distinguished between an editorial dealing only with a network problem and one covering controversial public questions. He separated, too, the right to editorialize and the execution of this right. "A policeman carries a loaded gun," he said. "Firing it is another matter."

Newspapers have the right to be Republican or Democratic, he continued. With only a few networks operating, all might be Democratic, for example, raising the question of control of public opinion. Then he asked if a network, like a newspaper, should editorialize once a day and face the problem of granting other sides the opportunity to answer on prime time. "You could go bankrupt," he said.

NBC does not editorialize, Gen. Sarnoff explained, but it is not ready to abandon the privilege of editorializing. He warned that editorializing could easily raise the question of network licensing. Getting to another basic phase, he distinguished between editorializing by networks and by individual stations and pointed out the special problems involved if a network imposes its views on affiliated stations. "It's not enough just to say that an affiliate can reject the editorial," he continued.

CBS-COLUMBIA COLOR TELEVISION SETS DRAW APPLAUSE AT CHICAGO SHOWING

CBS-Columbia's new color sets, priced from $950 to $1,100, merited immediate enthusiasm from tv dealers and distributors when they were shown last Monday in Chicago. Plans were announced to deliver 2,000 to 2,500 sets per month.

COLOR television blossomed last week into a fully competitive medium supported by mass-produced receivers as CBS-Columbia unveiled its new line of sets at a world premiere staged at the Drake Hotel, Chicago. CBS-Columbia also introduced a new line of sweep-tuning black-and-white sets that replace the familiar turret tv tuners.

CBS-Columbia's color sets feature the Colortron 205-square inch tube, giving a picture described as close to the 21-inch black-and-white tube. Prices range from $950 to $1,100, depending on cabinet.

The new color sets were shown last Monday night to distributors from all over the nation via 30 minutes of film programming on closed circuit from New York. First pictures on the large-sized color tubes brought cheers from distributors and their sales representatives.

The four sets shown at Chicago were turned out on a production basis at the CBS-Columbia Long Island City, N. Y., plant a fortnight ago, distributors were told. They were informed CBS-Columbia is ready to deliver 2,000 to 2,500 sets per month, and will be able to step up this quota as demand develops.

CBS-Columbia's sets are based on tubes having the fluorescent colored dots printed by a photographic process on the inside face of the tube [B•T, July 12].

New Monochrome Set for $135

A feature of the Chicago show was announcement of a 17-inch table model monochrome set designed to retail at $135. This was shown in mockup form but the rest of the new line appeared in working models. The new sweep-tuner uses a horizontal channel selector in the form of a bar that covers the full tuning range. Channels are indicated by boxed squares and tuning is achieved by moving the bar to the desired box followed by fine tuning via a small knob. Uhf strips can be added, it was stated.

Seymour Mintz, CBS-Columbia president, said the industry "might conceivably produce 30,000 color receivers by the end of this year," though adding that availability of components is still a big obstacle. He predicted 30 to 40 million color tv sets may be sold by the end of 1960, followed by replacements at the rate of 6 million a year.

The color premiere opened with a slide showing a red-coated girl, augmented by a checkered test pattern. This image, plus a color film showing the moving wings of a multi-colored parrot, led to cheers and applause from the dealer group. Films were in Technicolor.

A series of film shots showed plastic products, satins, plaids, multi-colored fabrics and similar commodities. Detail was sharp in most cases, and familiar packages appeared in faithful color aside from an overly deep blue box of Ivory soap flakes, as portrayed on one of the four receivers. A girl's arm showed faithful reproduction of flesh tones, as did flesh tints in a simulated moonlight terrace scene in which cigarettes were lighted.

Salads, seafood and beverage displays were presented in realistic manner. Cosmetic displays were effectively shown, as were four cigarette packages. On the receiver observed, a Pall Mall red appeared a little on the bronze side. Package patterns and lettering were sharp. Other views showed a chicken dinner, carpeting, roof shingles and decorator sketches followed up by views of the finished room.

New York studio shots showing a CBS color shipping tag display appeared on the observed set to be reddish at the left and greenish-gray at the right, but these effects were not noticed when the Technicolor films were shown.

A Technicolor short subject on the theory of atomic energy was sharp and realistic. None of the observers contacted offered any criticism of this reproduction.

The new CBS-Columbia sets carried two live programs Tuesday—NBC-TV's *Today* and CBS-TV's *Danger*. Observers who were contacted felt the reproduction was superior in every respect. One of the four sets observed during *Danger* was marred by evidence of a lavender tint and another was a little on the orange side across the top of the screen, but these details may have been due to the fact that the sets were installed just a few minutes before the *Danger* program to accommodate the crowd.

Live programs, picked up off the air from Chicago stations, seem to confirm performance promises made by CBS-Columbia executives during the closed circuit film demonstrations.

Among those at the demonstration for CBS were Dr. Peter Goldmark, research vice president; Louis Hausman, CBS-Columbia executive vice president; Anthony Wright, CBS-Columbia engineering vice president. Dr. Frank Stanton, CBS president, addressed the all-day distributor meeting.

CBS-Columbia sets use a 44-tube chassis and have six customer-operating controls, two more than standard monochrome receivers. A hue control changes picture tints to individual tastes and a chroma-brightness knob changes the amount of color in the picture. Other controls include an 82-channel vhf-uhf tuner, horizontal-vertical hold knob, contrast knob and volume-tone control, and on-off switch. The Columbia "360" high-fidelity audio system is included, using two speakers and two sound outlets at opposite sides of the cabinet. Black-and-white images are received without adjustment of controls. Cabinets, by Paul McCobb, feature simplicity.

The black-and-white line utilizes a 41 mc 15-tube chassis said to guard against plane interference and similar signals. Prices range from $135 to $245 in black-and-white.

"The world's smallest portable radio" was displayed. It includes a four-inch speaker and is 6-5/16 x 4¾ inches in size. Civil Defense bands are marked. Retail price is $29.95.

Sales Increase Predicted

Harry Schecter, CBS-Columbia sales vice president, predicted the industry would sell more than twice as many radios as tv receivers this year. "The industry can anticipate a volume of over 60 million dollars from the sale of an anticipated 2 million portable radios during 1954," he said.

The cabinet designs of tv sets include louvred sides to create the illusion of smaller size, brass tips for legs as a slenderizing technique and a pecan-color finish suited to both modern and conservative surroundings.

In its advertising, CBS-Columbia plans to spend over $2 million to promote tv and radio sets during the autumn. Gerald Light, advertising and sales promotion director, said the campaign will be spearheaded by the *Amos 'n' Andy* radio program sponsored alternate weeks on the full CBS Radio network, Sun., 7:30 p.m., starting Sept. 26. A major merchandising effort is planned.

Theme of the campaign for color sets will be, "Aren't You Glad You Waited for CBS-Columbia Color?" Radio and tv spots will be used plus dealer co-op schedules. Black-and-white sets will be similarly promoted and radio spot copy is planned for the radio line. Ted Bates & Co. is agency for the campaign.

WFAA-TV Dallas, Tex., on Sept. 26 will increase its power tenfold to 274 kw, making it the most powerful tv outlet in Texas, the station claims. Checking the final shipment of equipment from RCA are (l to r) Ralph Nimmons, station manager of the ch. 8 outlet, and Bill Ellis, chief engineer. WFAA-TV also is building a 1,521-ft. tower which will be put into use when the station increases its power to 316 kw next year.

Reeves Announces Thin 'Plus 50' Tape

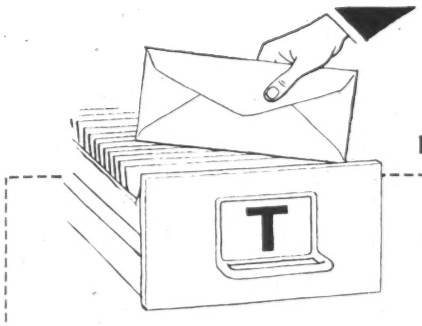
DEVELOPMENT of a new, longer playing, stronger, and less expensive magnetic recording tape was announced last week by Reeves Soundcraft Co.

Known as "Plus 50," the new tape was said to play 50% longer than standard acetate-base tape because, due to Plus 50's thinness, each reel can accommodate 50% more.

Although only half as thick as standard tape it is stronger because of DuPont "Mylar" polyester film, the company said, pointing out that this is the same material used as the base for Soundcraft's Lifetime tape, which the firm "unconditionally guarantees will never break or curl when used under normal conditions of recording and playback."

"The magnetic oxide coating of Plus 50 tape is full depth, with the same bias characteristics, frequency response, and output level as other quality tapes," according to Frank B. Rogers Jr., vice president and general manager. Thus, he said, "Plus 50 can be interspliced with lifetime or standard acetate tape, and recorders do not have to be adjusted to it."

Mr. Smith said Plus 50 had been market-



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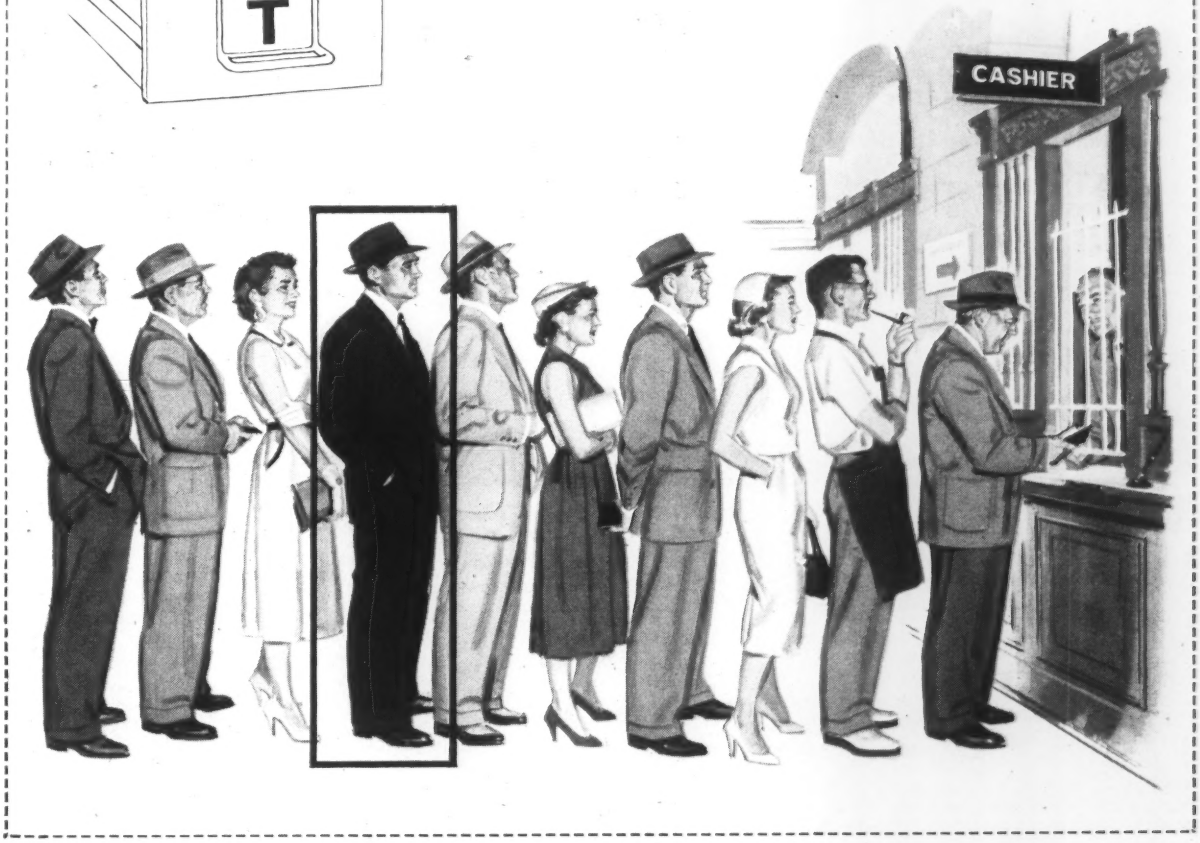


Every 10th U.S. paycheck depends on trucks!

Some 6,773,000 men and women are now employed directly by the trucking industry or in jobs which depend on the trucking industry for continuing success.

With a total U.S. labor force of some 62 million, this means that one out of every ten employed Americans looks to the trucking industry for his or her livelihood. Only agriculture provides more jobs to more people.

The industry has met its responsibilities as the No. 2 U.S. employer with improved working conditions and a pay scale that, more often than not, exceeds the average for U.S. industry as a whole. For example, the average yearly wage in the trucking industry in 1952 was $4,333 while that of private industries was $3,428.

President, American Trucking Associations

AMERICAN TRUCKING INDUSTRY / American Trucking Associations
Washington 6, D. C.

Truscon Builds 'em Tall

THE one-legged giants now poking their noses in the sky in increasing numbers are a breed of broadcasting towers currently gaining acceptance for sound and efficient construction. Truscon Steel Div. of Republic Steel, a pioneer builder of radio-tv towers, claims to have constructed the two largest steel towers in the world, both one-leggers, measuring 1,218 feet. They are Air Force radio transmitting towers and are located at Thule, Greenland, and Forestport, N. Y.

Truscon, which has constructed four- and three-legged towers, and still builds the latter, built its first one-legger in 1935. It was a 374-foot tower for WGAR Cleveland.

Tracing the history of tower building, Truscon describes how bridge-type construction was tried years ago. Flat surfaced girders and heavy angled iron, as in Paris' Eiffel Tower, were used at first. Some of the heavy ones settled in the ground and some were knocked over by high winds. It was found that flat surfaces offered half again as much resistance to the wind as rounded surfaces. Today's towers are built of steel "rod."

The firm's 1,218-foot giants are 80 times as high as they are wide. Each weighs 2,280,000 pounds and is constructed of steel poles eight inches in diameter. The tower rests on a base two feet wide, which fits into a ball and socket arrangement upon a casting. From there on down the load is distributed to a pyramid-shaped concrete base 30 feet long, 28 feet wide and seven feet high.

THIS MONTAGE compares Truscon's 1,218-foot tower at Thule AFB, Greenland, with the 985-foot Eiffel Tower, grandaddy of all giant steel towers.

tested since 1952 and that in the period Soundcraft has furnished the government with more than 200 million feet of it.

Soundcraft said a five-inch reel, which holds 600 feet of standard tape, will hold 900 feet of Plus 50, while a seven-inch reel will hold 1,800 feet of the new tape as against 1,200 feet of standard. Plus 50 also will be available in 10½-inch, 3,600-foot hubs and reels and three-inch, 225-foot reels. Price: $4.40 for the five-inch reel and $7.95 for the seven-inch.

Minnesota Mining Develops 'Extra-Play' Magnetic Tape

DEVELOPMENT of a new magnetic tape, Scotch brand "Extra-Play," that automatically increases the recording time of any tape recorder by 50% has been announced by the Minnesota Mining & Mfg. Co.

Key feature of the new No. 190 tape is a high-potency oxide coating only half as thick as standard coatings and a thinner backing of tough cellulose acetate, the company stated. As a result, half again as much of this thinner tape can be wound on standard-size reels, allowing a 50% increase in recording and playback time, either dual or single track, according to the firm.

Retail prices for the 190 tape are $14.40 for the 3,600-ft. length on an NARTB hub and $28.80 for the 7,200-ft. length.

GE's Brandt Expects Sales Of Monochrome to Stay Up

BLACK and white tv set sales will continue at high levels for several years, with color set introduction eventually adding "its tremendous volume at higher and still higher levels as time passes," according to Arthur A. Brandt, manager of radio-tv sales, GE, Syracuse.

Speaking before 1,500 Southern California dealers, trade press members and guests at "premiere" showing of the 1955 GE radio-tv line at Carthay Circle Theatre, Los Angeles, a fortnight ago, Mr. Brandt forecast, "As monochrome tv sales gradually decline over a period of years, color tv sales will gradually increase so that the industry will enjoy a volume of about 6 to 7 million units annually."

Radio set sales will reach about 6.1 million units in 1954 and continue over 6 million during next two years, he said. "Don't think of radio as a static business or one which will diminish due to tv," Mr. Brandt warned. "We've seen it thrive and prosper right through the tv boom. And new technical advantages will continue to keep it alive, vigorous and profitable to all of us."

Western Union July Net Up

JULY was the first month Western Union Telegraph Co.'s net income exceeded the comparable 1953 period, WU announced a fortnight ago in reporting a $312,468 July net as against $278,358 for July 1953. Gross operating revenues for July 1954 were $18,138,528 compared to $18,587,057 for the same month last year. Net income for the first seven months this year was $3,612,582, or $2.93 per share, compared to $4,598,202, or $3.74 per share for the same period last year.

Stromberg-Carlson Dividends

STROMBERG-CARLSON Co.'s board of directors has declared dividends of $0.5625 per share on the 4½% convertible preferred stock of the company, payable Oct. 1 to stockholders of record Sept. 15, and of $0.375 a share on common stock, payable Sept. 30 to stockholders of record Sept. 15.

MANUFACTURING SHORTS

Rek-O-Kut Co., Long Island City, N. Y., has developed 45 rpm cueing adapter for disc m.c.'s to offset 45 rpm record cueing difficulty.

Burroughs Corp., Detroit (electronic manufacturers), announces acquisition of Haydu Bros., Plainfield, N. J., with latter continuing under George K. Haydu, formerly president, now general manager.

Superior Electric Co., Bristol, Conn., announces new variable transformer types 136 and 236 line of Powerstat replacing old types 1126 and 1226.

Ernst Weber's volume I of *Linear Transient Analysis* treating lumped-parameter two-terminal networks has been published by John Wiley & Sons, N. Y.

Hycor Co. Inc., North Hollywood, Calif., is marketing models 4200 sound effects filter and 4201 program equalizer in component form to simplify custom installations.

Aerovex Div., Cinema Engineering Co., Burbank, Calif., is manufacturing series of "PW" precision wire-wound resistors in subminiature and large sizes, entirely encapsulated in epoxy resin, to meet requirements presently met only under MIL-R-93A, according to the company.

John B. Tubergen Co., Los Angeles electronic manufacturers representative, changes firm name to Tubergen Assoc.

Instrument Div., Allen B. DuMont Labs, Clifton, N. J., announces portable, crystal-controlled Time Calibrator, Type 300, providing 10 mc sine-wave and five sharply peaked pulse outputs having repetition rates variable in decade steps from 1 usec to 10 millisec, and designed to "check a great variety of instruments that employ time basis, or incorporate timing functions."

Electro-Voice Inc., Buchanan, Mich, issuing Condensed Catalog No. 119 giving basic facts on their products developed and produced for audio and video fields.

James M. Scales Co. established in San Francisco as manufacturer's representatives specializing in electronic equipment and supplies.

Burnell & Co., Yonkers, N. Y., announces availability of S-16000 upper single side band filter employing toroidal coils.

Howard W. Sams & Co., Indianapolis, announces publication of "Analyzing and Tracing Tv Circuits" and "Audio Amplifiers," fifth of series.

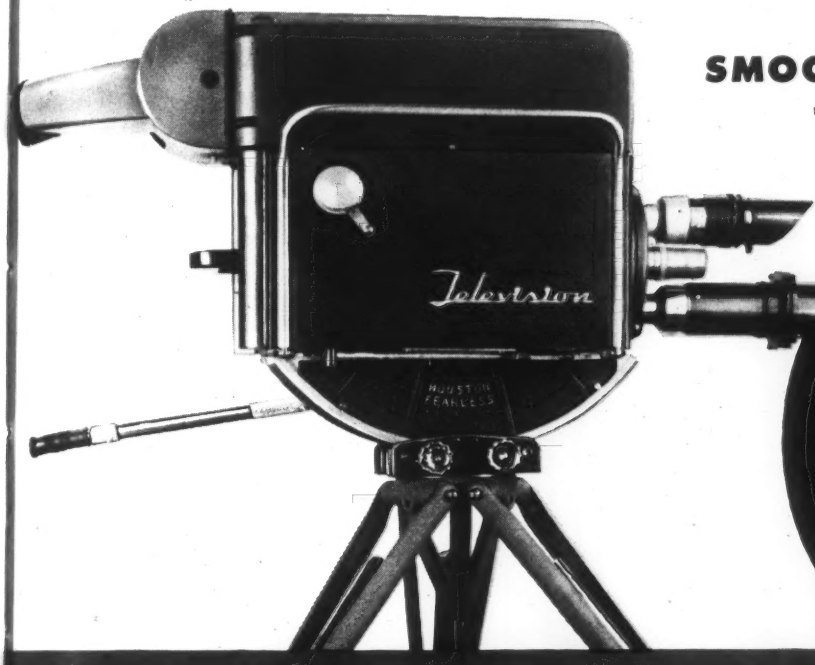
Herman Hosmer Scott Inc., Cambridge, Mass. announces 210-C Dynaural Laboratory 23-w equalizer-preamp-power amplifier with self-contained dynamic noise suppressor. Firm also introduces 32-w 232-A lab power amplifier for high fidelity and laboratory applications.

Philco Corp., Phila., in an effort to halt price cutting by discount houses and others, is rewriting all contracts with distributors in order that Philco may buy back any merchandise sold by distributors to retail price cutters and then return merchandise to distributors at transaction cost to Philco.

Kenneth C. Meinken, owner, Electric Tube Corp., Phila., setting up development group to engineer and produce cathode ray tubes for color tv.

Centralab div., Globe-Union Inc., Milwaukee, Wis., announces "Snap-Tite" Model 2 radiohm

Perfect Balance!



SMOOTHER, EASIER TV CAMERA CONTROL

NEW

HOUSTON-FEARLESS

CRADLE HEADS

Perfect balance makes the big difference in the terrific new Houston-Fearless Cradle Heads! No matter how the camera is tilted, it is always in absolute balance... resulting in wonderful new ease of operation and remarkable new smoothness never before achieved.

This perfect balance is made possible by the cradle action of the head. When the camera is tilted up or down, the cradle rotates around a constant center of gravity, maintaining positive balance at all times. Added weight, such as long lenses and camera accessories, is easily compensated for by simply moving the camera and the top plate of the head forward or back by means of a lead screw. This adjustment does not require loosening the camera hold-down screws.

The Cradle Head rides on four phenolic-covered ball bearing rollers for smooth, quiet, easy tilting. Panning is also smooth and easy, accomplished by two precision ball bearings in the base. Drag adjustments and brakes are provided on both pan and tilt.

FOR MONOCHROME AND COLOR TV CAMERAS

The new Houston-Fearless Cradle Heads are available in two types: Model MCH for standard black and white cameras. Model CH-1 for the RCA Color TV camera.

Like all Houston-Fearless products, these new Cradle Heads are soundly engineered and precision built of the finest materials to give a maximum of dependable service. Send the coupon below for complete information today.

The
HOUSTON FEARLESS
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THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.

Send information on ☐ Cradle Heads ☐ Friction Heads ☐ Remote Control Heads ☐ Tripods ☐ Dollies ☐ Camera Cranes ☐ TV Pedestals ☐ Film Processors

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FIRST *"book" in television*

LAST *word in up-to-date content*

ALWAYS *the standard reference for buyers and sellers of tv time*

1954-55

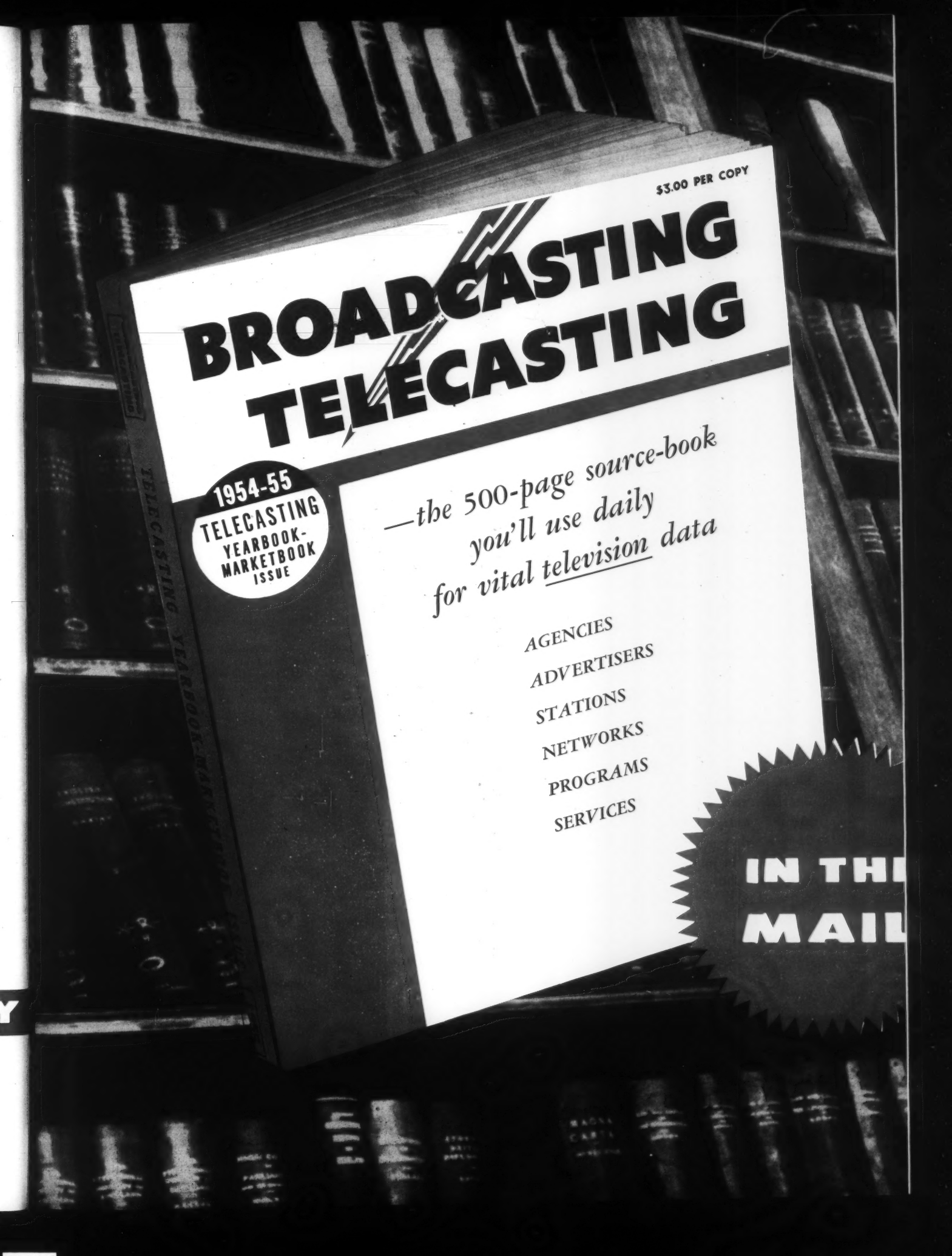
TELECASTING YEARBOOK MARKETBOOK

The most complete, authoritative, and up-to-the-minute compilation of television facts and figures. Like its predecessors, this 500-page volume contains complete data on all tv stations throughout the world, statistics on population, retail sales and other economic factors of all U. S. television areas.

This TELECASTING Yearbook-Marketbook also lists advertising agencies and their clients currently using television advertising, package program companies, film producers and distributors, stations and networks and their executive personnel. Actually there are 40-odd directories and listings covering every phase of commercial television.

TELEVISION'S ONE-BOOK LIBRARY

The 1954-55 TELECASTING Yearbook-Marketbook may be ordered with a year's subscription to BROADCASTING • TELECASTING for only $9.00. Single copies are available at $3.00 each.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for vital television data
AGENCIES
ADVERTISERS
STATIONS
NETWORKS
PROGRAMS
SERVICES
IN THI
MAIL

having short knurled and slotted shaft for fingertip or screwdriver adjustment, primarily designed for "fine-adjustment applications in tv and electronic equipment."

Century Lighting Inc., New York, has prepared a new brochure dealing with the Century-Izenhour all-electronic light control board, said to permit pre-setting of 10 or more light scenes. The C-I board, it is pointed out, allows the operator to switch, dim or fade from one light scene to another in sequence and puts within his reach the control of as many as 500 separate lights in virtually any combination.

Raytheon Mfg. Co., moves New York offices to 589 Fifth Avenue.

Argos Products Co., Chicago, introduces line of speaker cabinets with woven plastic grille cloth covering entire front except narrow edge and full-size piece of hardboard under cloth cut speaker opening, according to the company.

RCA Service Co., Camden, N. J., announces establishment of three new West Coast offices to handle Antenaplex tv systems business. New offices are Seattle, 718 Dearborn St.; San Francisco, 2640 Bayshore Blvd.; and Hollywood, 911 N. Orange Dr. Edward Long, Edward Norton and Warren Burr are Antenaplex representatives for areas, respectively.

Berlant Assoc. (tape recorders and accessories), L. A., announces all products effective immediately will be fair-traded.

Minnesota Mining & Mfg. Co., St. Paul, Minn., announces availability of "Scotch" brand magnetic tapes No. 111 and "High Output" No. 120 on polyester backing as well as acetate backing.

WHBF-tv

ROCK ISLAND, ILL.

CBS FOR THE QUAD-CITIES

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (264,800)

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc

EDMUND GERARD, motion picture cameraman, demonstrates his invention, the "Eyeline Monitor," for the first time on WNBT (TV) New York. The device permits a performer to be prompted while looking straight into the camera.

Amplifier Corp. of America, N. Y., announces new multiple speed, battery-operated, spring-motor VU Magnemite portable tape recorder.

F. Reiter Co., Hollywood, announces new Skila Model K1 magnetic tape splicer.

CBS-Hytron, Danvers, Mass., announces magnetically focused and deflected direct view 21-inch, spherical-face, rectangular, all-glass, Mirror-Back picture tube, model 21ZP4B.

Shasta Div., Beckman Instruments Inc., Richmond, Calif., announces AC vacuum tube voltmeter, Model 202, with ". . . frequency range of from 20 cps to 2 mcs, and full scale ranges from .001 to 300 volts in twelve steps . . ." and ". . . input impedance of 10 megohms shunted by 15 mmf (4mmf on the lower ranges) . . ." and accuracy of ". . . ±3% to 100 kc and ±5% to 2 mcs."

ORRadio Industries Inc., Opelika, Alabama, announce new 7" erel with 2¼" hub for its Irish Green-Band Professional recording tape.

Sylvania Electric Products Inc., N. Y., announces plans for eastern, West Coast and mid-west regional renewal sales meetings for electronic products sales div. Aug. 18-19, 23-24 and 24-25, respectively.

National Co. (electronics), Malden, Mass., announces plans to double research and engineering staff to "complete engineering and development on several new government defense contracts recently awarded National . . ."

Astatic Corp., Conneaut, Ohio, announces Ceramic Model M101 and Crystal Model M102 hand microphones with outputs of —53 db and —46 db, respectively.

Amperex Electronic Corp., Engineering dept., Hicksville, L. I., N. Y., announces two amplifier pentodes, types 6CA7 and EL84, designed for high-fidelity audio sound systems.

Thordarson-Meissner Div., Mt. Carmel, Ill. (transformers, coils, sound equipment, kits and tv replacement components), **Maguire Industries Inc.,** N. Y., appoints Weller-Rahe Co., Worthington and Columbus, Ohio, and Robert E. Clemenson Co., Kansas City, Mo., as regional distributor sales representatives.

U. S. Tv Shows Lead Elliott-Haynes Listing

U. S. network and film programs continue to be most popular with Canadian television viewers, according to the August national ratings report of Elliott-Haynes Ltd., Toronto. The report covers the cities of Toronto, Hamilton, Montreal, London and Vancouver. In the Toronto area at least two-thirds of the audience still tunes in nearby United States border stations instead of the local stations, according to this report.

At Toronto the most popular programs seen on CBLT (TV) Toronto, are *Toast of the Town* with rating of 32.3, *Four Star Playhouse* 26.9, *Wrestling* 26.1, *Our Miss Brooks* 25.9, and *CBC News Magazine* (Canadian) 23.1. The same audience views WBEN-TV Buffalo, rates *Dragnet* 57.3, *The Web* 55.4, *Kraft Theatre* 50.1, *Summer Theatre* 49.2 and *Top Plays of 1954* 49.1.

At Hamilton, where nearby U. S. stations and Toronto can also be tuned in, top shows on CHCH-TV Hamilton, are *Friday Feature* 43.8, *House of Chills* 40.9, *Janet Dean* 36.8, *Charlie Chan Theatre* 34.8, and *Inner Sanctum* 33.8.

At London, which has little reception from the United States, most popular shows on CFPL-TV London, are *Four Star Playhouse* 78.6, *Toast of the Town* 77.7, *Life with Elizabeth* 74.9, *Ruggles Family* 73.5, and *Liberace* 73.3.

At Montreal, with both English and French-language stations, most popular English-language programs in August on CBMT (TV) Montreal, were *Travel Unlimited* 74.3, *Toast of the Town* 72.6, *Four Star Playhouse* 72.2, *Douglas Fairbanks Presents* 72.1, and *Stage Show* 67.9.

At Vancouver, with competition from U. S. border stations, highest rated shows on CBUT (TV) Vancouver, were *Our Miss Brooks* 39.7, *Toast of the Town* 36, *Four Star Playhouse* 35.5, *Stock Car Races* 33.3 (Canadian), and *Amos 'n' Andy* 32.2.

Search for Storied Atlantis To Be Filmed 20,000 Ft. Down

DEEP SEA search for the storied lost island of Atlantis, which will take the famous scientist Prof. August Piccard and his bathysphere to a depth of 20,000 feet is being financed by the European Television Co., Berlin, Germany, which will receive all photographic, film and tv rights to the expedition.

Eight cameras will be aboard the bathysphere when it explores the ocean off the coast of Spain sometime in September. One black-and-white feature film and several color films will be shot on the expedition which will make about 15 dives under the supervision of a Spanish naval unit. European Television Co., headed by Paul Gordon, has been concentrating on the American market in its production of tv films.

REVERSAL PROCESSING FOR TV

Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.

Write for free catalogue.

NATIONAL CINE LAB

Box 4425 Washington 17, D. C.

'Dragnet' Goes North

WHAT was described by MCA Tv Ltd. as the largest film transaction in the history of Canadian television has been announced: Sale of *Dragnet* by MCA Tv, which represents the series outside of continental U. S., to Canadian Broadcasting Corp. for two full years. CBC has sold the show for the first year to S. C. Johnson Co. and Elna Sewing Machine Co. for alternate-week sponsorship over CBC's entire English-speaking network at 9 p.m. on Monday, starting Sept. 6. MCA Tv also reported that David Sutton, vice president in charge, currently is negotiating with BBC for *Dragnet*, which also has been sold to KONA (TV) Honolulu and KFIA (TV) Anchorage, Alaska. *Dragnet* sale to CBC was negotiated by Stuart Smith, in charge of MCA (Canada) Ltd., with Stuart Griffiths of CBC.

Canadian Union Bars AGVA

INTER-UNION STRIFE between the American Federation of Musicians and the American Guild of Variety Artists has resulted in the Canadian AFM affiliate, Toronto Musicians Union, closing the international border to AGVA members. Walter Murdoch, president of the Toronto Musicians Union, has informed booking agencies throughout the U. S. that AFM musicians will not play for AGVA artists in Canada. New contracts are shortly to be signed by the Musicians Union and the Canadian Broadcasting Corp., as well as theatres and nightclubs hiring live talent. All new contracts are to have a clause stipulating that musicians will not be required to play for AGVA members. While the move is expected to be felt in vaudeville theatres, it is not expected to have much affect on Canadian radio or television, since these already hire primarily Canadian talent, most of whom since early this year joined AFM. AGVA officials in Canada have announced plans to start an all-Canadian union.

German Press Anticipates U. S. Army Television Plans

POSSIBILITY of introduction of U. S. Army television in Germany is being discussed by domestic trade papers in West Germany after reports from Washington indicate that Pentagon officials plan establishment of tv stations in places with "concentrated numbers of military personnel."

Up to now filmed American tv shows have been shown with motion picture projectors in soldier's clubs.

There apparently would be no frequency difficulties in Germany since there is no body comparable to the FCC. All radio and tv allocations are made by joint American, French and British bodies, one of the few government functions still under Allied supervision.

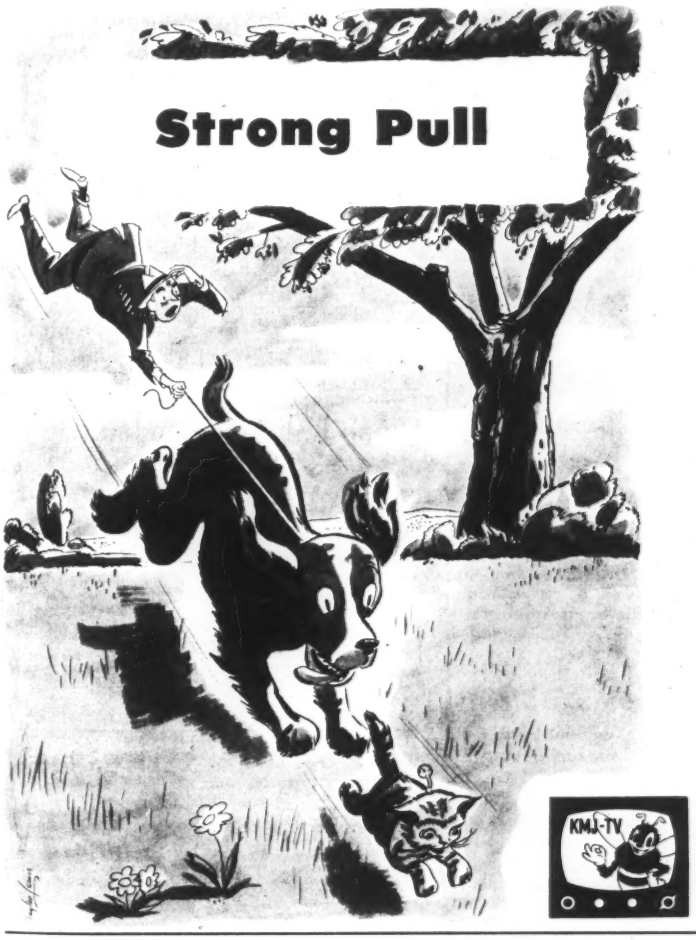
Canadian Year Book Includes Broadcasting Data

A REVIEW of broadcasting in Canada is contained in the 1954 edition of the official Canadian government's Canada Year Book (Queen's Printer, Ottawa, $3) on pages 887-895. The review deals with 1953 and 1952 statistics of Canadian broadcasting, both the government-owned stations and the independent stations. Details on the Canadian Broadcasting Corp.'s operations cover development of television in Canada, list networks of CBC and independent stations, and deal with domestic and international program services and CBC finances.

The review on independent stations was prepared for the Canada Year Book by the Canadian Assn. of Radio & Television Broadcasters. It reports that 139 independent stations in 1953 had a combined capital investment of about $30 million, employed 3,800 persons, with annual payroll of about $10 million, and paid annual transmitting licenses to CBS of $187,000.

Crosley Opens Toronto Plant

A NEW FACTORY for manufacture of Crosley radio and television receivers was formally opened on Aug. 25 at Weston, Ontario, in the suburban Toronto area. The new plant, a division of Avco of Canada Ltd., provides 100,000 sq. ft. of floor space and is completely conveyorized for handling materials and operation of assembly lines. It will employ over 400 people at peak production periods, a far step from Jan. 1952, when firm started Canadian operations at Toronto with a staff of 15 people.



. . . keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

New Film Firm to Handle Some of Caldwell Clients

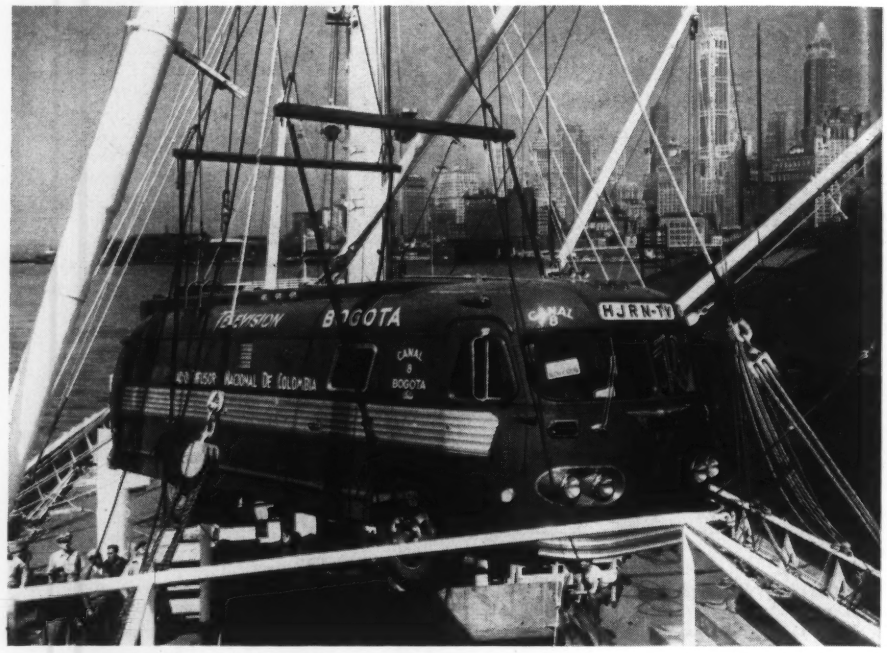
SPONSOR Film Services Corp. Ltd. has been formed at Toronto to handle all types of imported and domestic film productions. Bob Lee, formerly general manager of CHUM Toronto, Ont., is manager-secretary of the new company, which starts with a number of film customers of S. W. Caldwell Ltd., Toronto advertising agency and film producer.

Filmed shows done by the Caldwell organization for clients of Leo Burnett of Canada Ltd., and Young & Rubicam Ltd., Toronto advertising agencies, will be handled by Sponsor Film Services.

Allan Mills, formerly of the Caldwell organization, joins the new company as production chief. Sponsor Film Services will be located at 225 Mutual St., the building formerly occupied by CHUM Toronto, and recently bought by RCA-Victor Recording Studios.

CBC Auditions Talent

AUDITIONS for new Canadian television talent are being held at Toronto by the Canadian Broadcasting Corp. Tuesday through Friday. Geoffrey Waddington, CBC director of music, and tv producer Drew Crossan, with two independent judges, are auditioning singers, dancers, concert artists and novelty acts of professional standing for a new talent show *Pick the Stars*. The program is not an amateur show, but will present performers from throughout Canada who are not widely known.



A DuMONT TELECRUISER, mobile tv station for remote pickups, is lowered into the hold of the *Ciudad de Quito* on its way to HJRN-TV Bogota, Columbia, the first tv station in that country. The Telecruiser was completely designed and equipped by Allen B. DuMont Labs and built by the Flexible Corp. of Loudonville, Ohio.

DuMont Equipment to Rio

ALLEN B. DuMONT LABS' International Div. this month will ship $180,000 worth of tv equipment to Rio De Janeiro for Radio Tupi-Tv, said to be the largest radio-tv station there, it was announced last week by John W. Morrisey, manager of transmitter sales. The equipment includes a DuMont multi-scanner, five image-orthicon camera chains and other equipment. Radio Tupi-Tv plans to move to new and larger studio facilities this fall. The order was placed by Luiz Malheiros, chief engineer, who has been in the U. S. on a field trip.

The station is owned by Senator Assis Chateaubriand, who also has a tv outlet in Sao Paulo, Brazil, and has control of the largest radio network and newspaper chain in the country, Mr. Morrisey said.

VOA Beams to India, Pakistan

DIRECT shortwave service to India and Pakistan has been restored by Voice of America after a lapse of more than a year, VOA has reported. The 15-minute shortwaved newscasts are in four languages—Hindi and Urdu, broadcast six times a week; Tamil and Bengali, broadcast once a week—each newscast being followed by 15 to 30 minutes of transcribed programming from the Voice relay transmitter in Ceylon.

Three Join Canadian BBM

TWO advertising agencies, Imperial Adv. Ltd. Halifax, and Stewart-Bowman-Macpherson Ltd., Toronto, and one advertiser, Shell Oil Co. of Canada Ltd., Toronto, have joined the Bureau of Broadcast Measurement, Toronto. This brings the members of BBM to 139 broadcasting stations, 71 Canadian and U. S. advertising agencies, 42 Canadian and U. S. advertisers, and 13 Canadian and U. S. radio station representative firms.

Plea for Sheen

A CAMPAIGN to bring Bishop Fulton Sheen's weekly *Life Is Worth Living* program to the Canadian television network has been launched by the weekly Catholic publication *The Canadian Register*. In a front page editorial the paper pointed to "unreasonable and arbitrary techniques utilized by the Canadian Broadcasting Corp." to keep the program off the air. The paper praised CHCH-TV Hamilton, which will bring in the program from the U. S. starting Nov. 2. A coupon was attached to the editorial urging readers to write to CBC asking that the program be aired on the Canadian tv network.

Union Rates Demanded

BECAUSE games of the Montreal Alouettes football team will be televised this fall, the American Federation of Musicians is demanding that musicians and cheerleaders, as well as performers in a special show for the half-time intermission, be paid at full union rates. AFM officials told the football club executive that the AFM would force cancellation of the intermission program if television union rates were not paid musicians and cheerleaders, since they would appear on the telecast of the game.

BILL SNYDER

SPORTS CASTER

(Formerly St. Louis Browns)

★ Last 4 years carried Wichita Indians baseball exclusive.

★ Standard Oil Company of Indiana sponsored all at home and away Wichita University football schedule last 2 years.

★ Theo. Hamms Brewing Company has sponsored Wichita Indians baseball at home and away, last 2 years.

Represented by

George W. Clark, Inc.

KWBB

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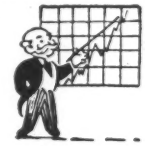
KEEP YOUR EYES ON SALES



Use monthly sales graphs that tell you day-by-day how you stand against quotas, monthly comparatives, etc. Annual sales thermometers, full color map U.S.A. plus space for meetings and closing dates. Full year control pad $3.85.

THORNTON CO. Dept. BT-9

1036 Peachtree Atlanta, Ga.

IN PUBLIC INTEREST

Local Activities Promoted

WIRK-TV West Palm Beach, Fla., has inaugurated a weekly 10-minute *Bulletin Board* program which gives details about the forthcoming week's local civic, social and church activities. Each program also features a guest discussing some phase of community life.

Rescues Red Cross

WKBZ Muskegon, Mich., helped the Red Cross raise 159 pints of blood through radio appeals which the aid group had requested when its on-hand supply had dropped to three pints.

Councilmen on Record

"THIS WEEK IN CITY COUNCIL," a 30-minute tape-recorded condensation of the Cincinnati, Ohio, city council meetings, is again being aired over WSAI there. The weekly series, presenting to the public a first-hand account of its city government in action, was begun last December following election of the councilmen.

Attack on Polio

TALENT and production personnel of WTVJ (TV) Miami, Fla., donated their services to raise funds for the Emergency March of Dimes campaign. After the variety show at a local amusement park the entertainers turned auctioneers to sell merchandise and prizes donated by Miami merchants.

Candidate Roundup

CANDIDATES running for the offices of senator, representative, governor, governor's councilman, and sheriff are being interviewed by WKNE Keene, N. H., for a roundup program of tape-recorded opinions on topics connected with the jobs for which the candidates are vying. None of the candidates knows the questions to be discussed beforehand, but all trying for the same office will be asked the same questions thus presenting a comprehensive survey of the opinion of the candidates on a particular point.

KCOR Bucks Flood

OVER 200 tons of packaged foods, medicine, cigarettes, clothing, bedding, stoves and canned goods were collected from listeners and advertisers by KCOR San Antonio to aid victims of the recent Rio Grande River floods. Firms contributed local transportation and labor and the Air Force airlifted the perishable items and medicine to the disaster scene at the behest of the station. KCOR talent also voluntarily donated time to do a stage show to raise additional funds.

WREX-TV Vet Telethon

A TELETHON conducted by WREX-TV Rockford, Ill., for the Veterans March for Korea brought in $10,000 in pledges. Dick (Two-ton) Baker presided over the seven-hour event, the station reports. A battery of telephones was installed for the telethon. The program consisted of entertainment with local talent and talks by civic personalities.

WLFH Aids Red Cross

NINE needed blood donors were recruited within three hours after WLFH Little Falls, N. Y., broadcast an emergency appeal for the Red Cross, that station reports.

Dixon Draws Donations

OVER $18,000 was contributed to the Emergency March of Dimes drive after a request by Paul Dixon, star of DuMont's *Paul Dixon Show*, brought a record turnout of 1,300 to the studios of WCPO-TV Cincinnati, where his show originates, reports the station. The children, representing 102 organizations, collected the money in polio drive carnivals.

Safety on the Range

PICK TEMPLE, WTOP-TV Washington western personality, has been congratulated by Carlisle Johnstone, Director of Public Safety, Arlington County, Va., for his part in the child safety campaign being conducted by the cowboy star's sponsor, Giant food stores. Mr. Temple's picture appears on billboards advertisements calling for care in driving and he has organized a Giant Ranger club which children may join if they promise to follow a set of safety rules outlined on his television program.

WBBM Aids Motorists

WBBM Chicago is cooperating with local police by broadcasting information concerning the flow of traffic during morning rush hours. Official traffic reports are recorded on a direct line from the traffic section of the Chicago Park District, with police reporting from all points of the city. The reports are relayed to the WBBM master control room and played on the station's morning programs of news and music from 7:15 to 9 a.m. The service is designed to help motorists ascertain about accidents and other conditions likely to block the traffic flow leading downtown.

MILESTONES

► CBS Radio's *Let's Pretend* has entered its 25th year on the air. Jean Hight, director, and Maurice Brown, conductor and composer, have been with the program since its creation by the late Nila Mack.

► KEN CARPENTER, NBC-TV *Lux Video Theatre* and NBC Radio *Lux Radio Theatre*, will celebrate his 25th year as an announcer during the coming season.

► BILL HENRY, Mutual newsman, has started his 32d year in radio.

► WBCU Union, S. C., has celebrated its fifth anniversary.

► RADIO VICTORIA, Lima, Peru, recently celebrated its 10th anniversary.

► MORRIS B. SACHS, WLS Chicago, has celebrated the 20th anniversary of his *Amateur Hour* program.

► WCCO Minneapolis-St. Paul observes its 30th anniversary Oct. 2.

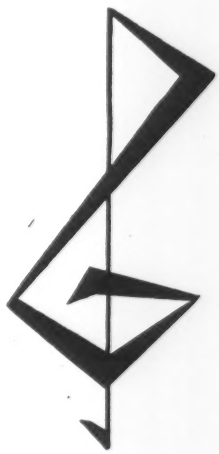
► KOA Denver's *Wells of Music* program aired its 1,000th broadcast Aug. 29.

► NBC-TV's *Ding Dong School* aired its 500th telecast Sept. 3.

► LEONARD J. PATRICELLI, program manager, WTIC-AM-FM Hartford, Conn., has

THE BEST MUSIC IN AMERICA

a repertory of distinction



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New York 17, N.Y.

► KCMC-TV Texarkana, Tex., has celebrated its first anniversary. C. E. Palmer, station president, participates in the ceremonies "on camera," his first appearance on radio or tv in 20 years of station ownership.

marked his 25th anniversary with the station. Mr. Patricelli joined the station in 1929 as a continuity writer and in 1935 was made a member of the production department. In 1940 he was appointed assistant to the program manager and promoted to program manager in 1943.

► TABERNACLE CHOIR, 375 voice group heard over CBS and originating from KSL-AM-FM Salt Lake City, has observed its 25th year of radio broadcasts.

► JOE LUGAR, orchestra leader with the Crosley Broadcasting stations, has celebrated his 25th year with the organization.

► MARY GULDIN, sales dept. contract supervisor, WCCO Minneapolis-St. Paul, has observed her 20th anniversary with the station. She was presented a $50 U. S. Savings Bond by Larry Haeg, general manager.

► WGEM-TV Quincy, Ill., observed its first anniversary Sept. 4.

RESEARCH CENTER TOUR

WHEN its new $1,250,000 mineral research center on the campus of the University of Utah was dedicated, the Kennecott Copper Corp. sponsored an educational hour and one-half camera tour of the plant over KTVT (TV) Salt Lake City.

KBIG INCREASES COVERAGE

RADIO homes within KBIG Avalon, Calif., half millivolt coverage area have increased 12% from 1952, with 4.86% of the national buying income, 4.83% of national retail sales and 4.04% of the U. S. population now lying within KBIG coverage, the station declares in a new coverage map and market data brochure being distributed to advertisers and agencies. Calling statistical attention to the growth of the Southern California market, the brochure reports the population in eight counties within the KBIG area has jumped almost 10%, from 5,887,000 to 6,459,000, since the station issued its 1952 market analysis. Retail sales, they say, have burgeoned 27%, from over $6.5 billion in 1952 to over $8.3 billion at present.

MODEL CONTEST COVERAGE

WBKB (TV) Chicago moved its cameras and crew to the Glenview Naval Air Station, Glenview, Ill., for a special events telecast of the 1954 National Model Airplane Championships. The remote was sponsored by Polk Bros. Central Appliance and Furniture Co., Chicago, with Jack Drees serving as host, narrator and guide. As a feature of the event, WBKB placed a camera aboard a Navy helicopter to give viewers a bird's eye look of the events taking place and a panoramic view of the Glenview installation.

JAZZ REVIVED

REVIVING memories of jazz twenty-five years ago, when Thrifty Drug Stores, L. A., were established, KLAC Hollywood and the drug firm jointly sponsored weekly Charleston contests at Hollywood Palladium during August, with station disc m.c.'s present to conduct and judge dancing.

KLAC BROCHURE

SOUTHERN CALIFORNIA radio listeners offer the advertiser an extra gift in an outdoor pattern of living, accompanied by car and portable radios, KLAC Hollywood reminded advertisers, agency executives and the trade press in a recent promotional brochure printed in a similar manner to a Christmas card. Calling this outdoor audience a year-around cost-per-thousand gift, KLAC heightened its message by accompanying each brochure with a sweater or a blouse to emphasize, "It's Christmas every month on KLAC."

WTTG (TV) COVERS LEGION

HEAVY interest response to WTTG (TV) Washington's afternoon coverage of the American Legion Parade last week prompted the station to extend the airing of the festivity into the evening. The parade was telecast from 2-4 p.m. and 5-6 p.m., with the evening added time from 7:30-8 p.m. and 8:30-9:30 p.m. Bill Malone, WTTG announcer, and Matthew Warren, station newscaster and Washington correspondent, announced the afternoon and evening sessions, respectively. Guests appearing on the show included Herbert Jacob, president of the Legion Convention Corp., and Herbert Walker, the Legion's national vice commander. Several "on-the-street" Legionnaires were also interviewed on the program.

WILLIAMS FANS SOLICITED

NATIONWIDE campaign to keep Ted Williams in baseball for at least another season has been instigated by Leo Egan, WBZ-WBZA Boston-Springfield. Mr. Egan is requesting Ted Williams' fans throughout the country to write to WBZ Boston 34, Mass., saying, "Please, Ted, don't quit." Letters may contain any number of signatures. Mr. Egan intends to turn the signatures over to Ted at the end of the season, in the hope that the response will dissuade him from quitting the game after the 1954 season as he has announced.

WIS-TV ANNOUNCES 'GROWTH'

LETTERS to 1,500 advertisers and agencies announcing its proposed power increase and a doubling in set coverage since last July have been sent by WIS-TV Columbia, S. C. Effective the first week in September, WIS-TV, now operating on 106.5 kw, plans to boost power to 269 kw. In spite of the growth of the station it announces only one rate increase, the addition of Class AA time classification which covers announcements only. WIS-TV, affiliated with NBC, also reports it has signed up with the DuMont Tv Network, and will carry its National Football League games this fall.

WANTED: IDEAL PATIENT

DOCTOR or dentist who best describes the ideal patient—in 50 words or less—will win for his waiting room a unique prize offered by KNBC San Francisco disc m.c.-personality Doug Pledger. Winner gets 19 newspapers published in San Francisco and Oakland on and immediately after April 18, 1906, date of famed earthquake and fire. Bonus is 1887 edition of *San Francisco Examiner*. Contest rules: (1) Entrant must be a qualified physician or dentist, who resides in continental U. S. or an American possession; (2) Entry must be confined to 50 words or less and must be written (legibly in English—no Latin, please) on a prescription blank.

WNYC DRAMA SERIES

FOURTH annual *Great Plays Festival* was presented by WNYC New York, municipally-owned radio outlet. The program series, Aug. 22-28, included 10 masterpieces of the world's dramatic literature, including a performance of Racine's "Andromaque" in the original French. The plays averaged two hours in length. *Great Plays Festival* was aired in co-

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operation with the British Broadcasting Corp. and the French Broadcasting System and featured among others, Michael Redgrave, John Gielgud and Peggy Ashcroft in plays by Euripides, Shakespeare, Chekhov, Strindberg and others. The series was the seventh of 10 festivals which are part of WNYC's 13th anniversary jubilee.

WHO-TV BROCHURE

WHO-TV Des Moines, Iowa, is sending to advertisers and agencies a green and white brochure declaring "WHO-TV reaches *ALL* of central Iowa." Attached are two handsheets promoting the station's pulling power by giving the number of replies received from announcements. The brochure itself is complete with market information of the station and central Iowa.

WFIE-TV GOING AWAY

WFIE-TV Evansville, Ind., is sending to advertisers and agencies its new mascot—a race horse, by way of a mailing piece calling attention to the station's "leading" position in that city's market. The card, which shows a race track and the WFIE-TV horse, states that WFIE-TV commands 67.8% of the local tv audience, basing their figure on the June American Research Bureau report. The brochure bills the station as "A Walk-Away Winner . . ."

CKXL SCHOOL TOURS

WHEN school children write to CKXL Calgary and say they want to visit the station, the promotion staff arranges for a tour, starting with the sales department. CKXL tells the teachers and youngsters to pretend they want to buy some time on the air and the tour, after visiting the copywriting department, goes to other sections of the station, including the main controls where engineers explain operations. Highlight of the trip is an on-the-air interview with cowboy singers and participation on a singing program.

KNX SPOT CONTEST

WITH September designated as "Ralph Story Month" on KNX Hollywood, Mr. Story, host-m.c. there, will conduct a spot announcement writing contest among his listeners. The best six 20-second spots plugging his programs will be recorded by the winners and used throughout the month. The winners also will receive record-player prizes.

CHRC AIRS FROM BEACH

CHRC Quebec this summer conducted Saturday afternoon disc m.c. programs from the city's beach, featuring selections picked by bathers during the hour the show originated there. In addition, station personalities interviewed people at the beach during the show.

CKOV HOSTS CORRESPONDENTS

CKOV Kelowna, B. C., recently invited all of its rural news correspondents to that city to talk over the handling of new stories for the station and also to give them an outing, including a luncheon, a launch ride on Okanagan Lake and a flight in a seaplane.

CFCF HIGH SCHOOL PROGRAM

CFCF Montreal is conducting for high school students a weekday *High Time* program at 4:30 p.m., in which the students take over the half-hour program period. CFCF supplies a studio and an announcer and the students handle school news, interview personalities, select recorded musical programs and have musical debates and quizzes.

MECHANISM enabling microscopic slide objects to be seen over television is pointed to by John T. Murphy, vice president in charge of tv operations for Crosley Broadcasting Corp., licensee of WLWT (TV) Cincinnati and WLWD (TV) Dayton, Ohio. The gadget, used in the *Let There Be Life* series over those two stations, is fixed to a regular studio camera, enabling a look through the attached microscope. The *Let There Be Life* series, partly on film, deals with different phases of biology, operations and diseases. With Mr. Murphy are (standing) Marvin Walker, assistant director of Hospital Care Corp.; Norton Locke (l), producer-director of the series, and Frank Hart, scriptwriter.

'I LOVE COFFEE . . .'

PROMOTION by WREX-TV Rockford, Ill., on behalf of Butter Nut Coffee (Paxton-Gallagher Co., Omaha) recently paid off handsomely when the station sold enough of the product to serve 60,000 people attending the Trask Bridge Picnic in that city. The buyer was the purchasing committee of what the station describes as the world's largest farm picnic. The committee bought the coffee from Rollie Sponberg, WREX-TV's "Mr. Butter Nut." The promotion was used exclusively on WREX-TV.

EXPENSE PAID VACATION

AS PART of the Medford, Mass., Sales Days, a semi-annual effort by Medford merchants to promote sales, WHIL there offered as grand prize for shoppers during the sales a two-week expense paid vacation to Miami Beach. Rather ironically, the station reports, the winner was Chief Petty Officer Wilbert Reely who lives with his family in Warrentown, Fla., just 25 miles from Miami Beach. Nevertheless, Mr. Reely, with the cooperation of the Navy, will take his vacation, coming at the same time, incidentally, as the Reely's wedding anniversary.

REGIONAL TV NETWORK SHOW

NEW NBC-TV western division five-weekly early morning show, *7 to 8*, starts on KNBH (TV) Hollywood, KRON-TV San Francisco and KFSD-TV San Diego, from Sept. 27. The hour-long program (7-8 a.m.) precedes the Pacific coast showings of NBC-TV *Today* (8-9 a.m.). Joe Thompson produces *7 to 8*, with Howard Ross as his assistant, and Hollywood news and special events supervisor Roy Neal as newscaster.

WGIV BROCHURE

WGIV Charlotte, N. C., is sending to advertisers and agencies an illustrated brochure titled "KGIV . . . the Charlotte cyclotron." Including market and rate information, the brochure declares that Charlotte is the top market in the Carolinas. The booklet carries detailed information about WGIV's programming along with reasons why WGIV is "Everybody's Station." Finally, WGIV says "REMEMBER!!! You don't kill bears with BB's—You gotta use a LOTTA BOMBS!".

SEARS TV CAMPAIGN

IN CONJUNCTION with the opening of a new store in Denver, Sears, Roebuck & Co. purchased a saturation campaign on KBTV (TV) there. Included were eight one-minute spots per day for six days and five five-minute remote telecasts, featuring station personalities touring different departments in the stores. Finally, a one-half hour remote showing the complete opening of the store capped the campaign.

PERSONALIZED STATION

KVDO-TV Corpus Christi, Tex., is sending to advertisers and agencies a market brochure billing its city as the "Port of Play and Profit." The front of the folder is illustrated with "Kay Video," a girl in a space suit. "Kay Video," a play on the call letters, is the name

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

1947—1948
1949—1950
1951—1952
1953—1954

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WCKY—6.2
Net A—5.3
Net B—3.0
Net C—2.9
Net D—2.7

are YOU Buying a 6.2 Rating in Cincinnati?

WCKY

adopted by KVDO-TV to make it a "personality" instead of a station. The brochure also bills programs and personalities of KVDO-TV, one being Jeanne Ramsey, who is Kay Video over station "Kay Video."

NOT BIGGEST, BUT 'FIRST'

FIRST network telecast to originate in San Antonio—a political address by Gov. Allan Shivers Aug. 23 in front of the Alamo in his campaign for re-election—was transmitted to 11 stations by WOAI-TV there, the station reports. Simultaneously it was broadcast by WOAI to 37 radio stations, with repeats bringing the total up to 45. The simulcast was the biggest radio-tv broadcast in the Southwest's history, according to the station.

SCIENTIFIC SELLING

SOCIAL science approach to advertising is recounted in a new brochure released by Weiss & Geller, Chicago advertising agency. Titled "Increasing Sales through Advertising Based on Human Motivations," the booklet contains case histories on how the agency creates ideas for new campaigns, sales meetings, premium deals, radio and tv programming and commercials. Ideas originally were outlined by Edward H. Weiss, agency president, at the U. of Michigan Advertising Conference at Ann Arbor May 7. Included is a section citing reasons for the success of Arthur Godfrey in selling products [B•T, May 24].

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The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

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- Camera Assistants
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- Make-up Artists
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Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Station Authorizations, Applications
(As Compiled by B • T)
August 26 through Sept. 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,573	533	105
CPs on air	19	26	†304
CPs not on air	121	12	169
Total on Air	2,592	559	409
Total authorized	2,713	571	578
Applications in hearing	120	3	186
New station requests	167	5	16
New station bids in hearing	64	0	174
Facilities change requests	128	17	31
Total applications pending	714	103	227
Licenses deleted in July	0	0	0
CPs deleted in July	1	0	1

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,607	2,588	134	176	4
Fm	562	539	39	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	269	117	386
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC
Existing Tv Stations . . .
ACTIONS BY FCC

WALA-TV Mobile, Ala.—Pape Tv Co. granted mod. of CP for ch. 10 to change transmitter location to 0.6 mi. S of Hwy. 31, near Spanish Fort, Ala.; ERP 316 kw visual, 191 kw aural; antenna height above average terrain 620 ft. Granted Aug. 23; announced Aug. 31.

WEDM (TV) Munford, Ala.—Ala. Educ. Tv Commission granted mod. of CP for noncommercial educational ch. 7 to change ERP to 316 kw visual, 191 kw aural; antenna height above average terrain 2,000 ft. Granted Aug. 23; announced Aug. 31.

KOVR (TV) Stockton, Calif.—Tv Diablo Inc. granted STA to operate commercially on ch. 13 for the period ending Sept. 3. Granted Aug. 24; announced Aug. 31.

WTLC (TV) Champaign, Ill.—U. of Ill. granted mod. of CP noncommercial educational ch. 12 to change ERP to 55 kw visual, 27.5 kw aural; antenna height above average terrain 180 ft. Granted Aug. 24; announced Aug. 31.

WTVP (TV) Decatur, Ill.—Prairie Tv Co. granted mod of CP for ch. 17 to change ERP to 175 kw visual, 93.3 kw aural; antenna height above average terrain 540 ft. Granted Aug. 26; announced Aug. 31.

WTVH-TV Peoria, Ill.—Hilltop Bcstg. Co. granted mod. of CP for ch. 19 to change ERP to 214 kw visual, 115 kw aural; antenna height above average terrain 290 ft. Granted Aug. 23; announced Aug. 31.

WMTW (TV) Poland Spring, Me.—Mt. Washington Tv Inc. granted mod. of CP for ch. 8 to change description of studio location to Recarr Inn, Poland Spring; antenna height above average terrain 3,850 ft. Granted Aug. 26; announced Aug. 31.

KDAL-TV Duluth, Minn.—Red River Bcstg. Co. granted mod. of CP for ch. 3 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 800 ft. Granted Aug. 23; announced Aug. 31.

WIRI (TV) Lake Placid, N. Y.—Great Northern Tv Inc. granted mod. of CP for ch. 5 to change transmitter and studio location to Terry Mt., 7.3 miles W of Peru, N. Y.; ERP to 20 kw visual, 12 kw aural; antenna height above average terrain 1,200 ft. Granted Aug. 26; announced Aug. 31.

KTVX (TV) Tulsa, Okla.—Tulsa Bcstg. Co. granted STA to operate commercially on ch. 8 for the period ending Dec. 7. Granted Aug. 24; announced Aug. 31.

KBES-TV Medford, Ore.—Southern Ore. Bcstg. System granted mod. of CP for ch. 5 to change studio location to 2,000 Crater Lake Hwy., Medford. Granted Aug. 23; announced Aug. 31.

WGLV (TV) Easton, Pa.—WGLV Inc. granted mod. of CP for ch. 57 to change studio location to 2857 Nazareth Pike, approximately 1 mile from Easton city limits. Granted Aug. 24; announced Aug. 31.

KELO-TV Sioux Falls, S. D.—Midcontinent Bcstg. Co. granted CP for ch. 11 to change ERP to 200 kw visual and 120 kw aural. Granted Aug 23; announced Aug. 31.

KBMT (TV) Beamount, Tex.—Television Bcstrs. Inc. granted mod. of CP for ch. 31 to change ERP to 224 kw visual and 117 kw aural. Granted Aug. 26; announced Aug. 31.

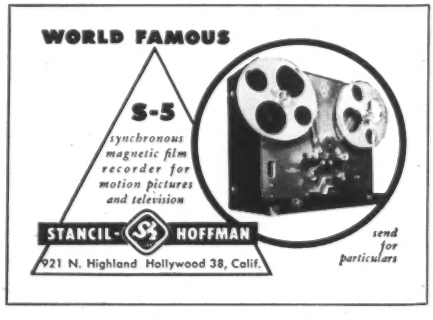
KGUL-TV Galveston, Tex.—Gulf Tv Co. granted mod. of CP for ch. 11 to change transmitter location to a point 27 miles from Galveston and 24 miles from Houston; ERP 261 kw visual and 131 kw aural. Granted Sept. 1.

APPLICATIONS

WIRI (TV) Bloomingdale, N. Y.—Great Northern Tv Inc. amends bid for mod. of CP for ch. 5 to specify 19.95 kw visual, 12.02 kw aural; antenna height above average terrain 1,205 ft. Filed Aug. 26.

WHP-TV Harrisburg, Pa.—WHP Inc. seeks mod. of CP for ch. 55 to change ERP to 182.8 kw visual, 98.6 kw aural; antenna height above average terrain 909 ft. Filed Aug. 30.

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg. Corp. seeks mod of CP for ch. 13 to change ERP to 316 kw visual, 160 kw aural; antenna height above average terrain 1,094 ft. Filed Aug. 30.



New Am Stations . . .

APPLICATION

Lakewood, Colo.—Maurice J. DaVolt, Julia W. DaVolt & Edythe G. Sweeney d/b as Lakewood Bcstg. Service, 1580 kc, 250 w daytime. Post office address 1315 Oak St., Lakewood. Estimated construction cost $13,311, first year operating cost $30,500, revenue $36,500. Principals in general partnership include **Maurice J. DaVolt** (⅓), mechanical, ordinance and and industrial engineer; **Julia W. DaVolt** (⅓), and **Edythe G. Sweeney** (⅓), government employe. Filed Aug. 25.

APPLICATION AMENDED

The Dalles, Ore.—Radio Mid-Columbia Inc. amends bid for new am station on 1490 kc 250 w unlimited to specify 1480 kc daytime. Filed Aug. 25.

Existing Am Stations . . .

APPLICATIONS

WHIL Medford, Mass.—Conant Bcstg. Co. seeks CP to change from 500 w to 1 kw on 1430 kc. Resubmitted Aug. 30.

WINX Rockville, Md.—Montgomery County Bcstg. Co. seeks CP to change operation on 1600 kc from daytime to 1 kw day, 500 w night, directional. Filed Aug. 30.

KAMQ Amarillo, Tex.—Top of Texas Bcstg. Co. amends application to change from 1 kw to 5 kw on 1010 kc to specify directional day and night. Filed Aug. 25.

New Fm Stations . . .

ACTION BY FCC

Harrisonburg, Va.—Board of Trustees of Eastern Mennonite College granted CP for new noncommercial educational fm station on ch. 201 (88.1 mc), power of 10 w; antenna height above average terrain 80 ft. Granted Aug. 23; announced Aug. 31.

Existing Fm Stations . . .

STATION DELETED

WTAR-FM Norfolk, Va.—WTAR Radio Corp. FCC granted request to cancel license and delete fm station on ch. 247. Deleted Aug. 27; announced Aug. 31.

Ownership Changes . . .

ACTIONS BY FCC

KENI Anchorage, KFAR Fairbanks, KJNO Juneau, KABI Ketchikan, Alaska—Midnight Sun Bcstg. Co. granted voluntary transfer of control to The Lathrop Co. through sale of 87.99% interest for $219,300. Sale is to pay off in part debt to Lathrop Co. of $220,000. Granted Sept. 1.

KMOD Modesto, Calif.—Radio Modesto Inc. granted voluntary transfer of control to John E. Griffin, W. W. Giddings Jr. and D. G. Reeves through sale of 50% interest by John H. Schacht to corporation for $42,000. Corporation sells ⅓ interest to Mr. Reeves for $21,000. Each partner will now own ⅓ interest. Granted Sept. 1.

KGIW Alomosa, Colo.—E. L. Allen granted involuntary assignment of license to Delbert Lloyd Allen, administrator of the estate of E. L. Allen, deceased. Granted Aug. 25; announced Aug. 31.

WCNX Middletown, Conn.—Middlesex Bcstg. Co. granted transfer of control to Richard H. O'Brien and William J. OBrien Jr. through purchase of remaining 50% interest from Middletown Press Pub. Co. for $26,500. Messrs. Richard and William O'Brien will now be sole owners. Granted Sept. 1.

WDOV Dover, Del.—Delaware State Capital Bcstg. Corp. granted involuntary transfer of control to Florence H. Freed and City Bank & Trust Co., executors of the Estate of Cecil F. Freed (100%), deceased. Granted Aug. 27; announced Aug. 31.

WSIR Winter Haven, Fla.—Citrus Belt Bcstrs. Inc. granted voluntary transfer of control to Tom Moore, L. Orden Craig, Nellie H. Fowler and Henry L. Jollay through purchase of 70.59% interest for $114,000. Principals include **Tom Moore,** president-principal stockholder Tom Moore Productions Inc., producer-packager of radio-tv programs; **L. Orden Craig,** WSIR chief engineer; **Henry L. Jollay,** attorney; **Nellie H. Fowler,** WSIR employe. Granted Sept. 1.

WGAA Cedartown, Ga.—Timm Inc. granted voluntary assignment of license to J. Franklin Proctor and T. Frank Proctor d/b as Polk County Bcstg. Co. for $39,000. Principals in partnership include **J. Franklin Proctor** (50%), announcer-engineer WWGS Tifton, Ga., and 50% owner of applicant for new am station on 1490 kc at Quitman, Ga., and his father **T. Frank Proctor** (50%), Grady County, Ga., tax commissioner. Granted Sept. 1.

WINI Murphysboro, Ill.—Evers Mick & Donald Lee Ritter d/b as Jackson Bcstg. Co. granted voluntary assignment of CP to Cecil W. Roberts for $22,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Chanute, Kan., and WBLN-TV Bloomington, Ill. Granted Sept. 1.

WHOT South Bend, Ind.—South Bend Bcstg. Corp. granted voluntary assignment transfer of control to Michiana Telecasting Corp. for $140,000. Michiana is permittee of new tv station on uhf ch. 46 at Notre Dame. Michiana is owned by U. of Notre Dame du Lac. Granted Sept. 1.

WTBO-AM-TV Cumberland, Md.—Md. Radio Corp. granted voluntary assignment of license to individual stockholders Charles E. Smith, George H. Clinton, Edwina S. Clinton, Ben K. Baer, Frank A. Baer, Helen K. Baer, Howard L. Chernoff, Melva G. Chernoff, Lydia Busch and May K. Ames. Granted Sept. 1.

WTBO-AM-TV Cumberland, Md. — Individual stockholders of Md. Radio Corp. granted voluntary assignment of license to Tenn. Valley Bcstg. Corp. for $110,000. Principals include President **Arthur W. German** (60%), former Eastern Div. Sales Manager for Republic Pictures Corp., Vice President **Edward G. Murray** (30%), film buyer WPTZ (TV) Philadelphia, and Secretary-Treasurer **Morris H. Bergreen** (10%), attorney. Assignment is contingent on FCC approval to transfer of assets to individual stockholders. Granted Sept. 1.

WSSO Starkville, Miss.—Grady Imes, Ruth Hartness, executrix of the estate of James P. Hartness, deceased, C. G. Hollinshead & Joe Phillips d/b as The Starkville Bcstg. Co. granted assignment of license to Joe Phillips, Grady Imes, C. G. Hollinshead & Harriet K. Hartness d/b as The Starkville Bcstg. Mrs. H. K. Hartness is beneficiary of 25% interest of the late James P. Hartness. Granted Sept. 1.

KGEZ Kalispell, Mont.—Donald C. Treloar granted voluntary assignment of license to KGEZ Inc. for $100,000. Principals include **KBOW Butte, Mont.** (88.1%), **Frank Reardon** (0.2%), **Helen Reardon** (0.2%), **Mary Adele Sullivan** (11%), and **Albert H. Schumacker** (0.2%). Individual stockholders own KBOW. Granted Sept. 1.

WHIZ Zanesville, Ohio—Clay Littick, et al., d/b as Southeastern Ohio Tv System granted assignment of CP to new partnership under same name. Partnership is composed of The Zanesville Pub. Co. (63%); Southeastern Ohio Bcstg. System Inc. (20%); Ernest B. Graham (11%), and Clarence A. Graham (6%). There is no substantial change in ownership as Mr. Littick is 87.5% owner of Zanesville Pub. Co., which in turn owns 60% of Southeastern Ohio Bcstg. Granted Aug. 25; announced Aug. 31.

KBOY Medford, Ore.—Clarence E. Wilson & P. D. Jackson d/b as Medford Bcstg. Co. granted assignment of license to Clarence E. Wilson, P. D. Jackson and William H. Hansen d/b as K-Boy Bcstrs. Mr. Hansen purchases ⅓ interest at book value. Each partner will now own ⅓ interest. Granted Sept. 1.

WCOR Lebanon, Tenn.—The Lebanon Bcstg. Co. granted voluntary acquisition of control by Theodore F. Ezell Jr. through purchase of 44.5% interest from G. Paul Crowder for $18,000. Mr. Ezell will now own 60% interest. Granted Sept. 1.

WSIK-AM-TV Nashville, Tenn. — Louis R. Draughon, individually and trustee for Jacquelyn Draughon d/b as WSIX Bcstg. Station granted voluntary assignment of license to WSIX Inc. for $800,000. Principals include President **Robert D. Stanford Jr.,** lumber and business supplies merchant; Vice President-Treasurer **W. H. Criswell** (⅓), real estate broker, and Vice President-Secretary **Louis R. Draughon** (⅓). Granted Sept. 1.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. granted transfer of control from Life & Casualty Insurance Co. of Tenn. to T. B. Baker Jr. and A. G. Beaman through sale of 50% interest for $100,000. Purpose of the sale is to effectuate merger agreement for the ch. 5 facility. Granted Sept. 1.

WRTA

Altoona, Pa.

Thirty years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

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KNOTT HOTELS

KANN Sinton, Tex.—San Patrico Bcstg. Co. granted voluntary assignment of negative control (50%) to Charles W. Balthrope for $20,000. Mr. Balthrope owns 94% of KITE-AM-FM San Antonio, 4% KDUB-AM-TV Lubbock, and ⅓ of KENN Kennedy, all Texas. Granted Sept. 1.

KTXL-AM-TV San Angelo, Tex.—Westex Bcstg. Co. granted voluntary transfer of control to A. D. Rust, B. P. Bludworth, Lowell Smith and Marshall Formby through sale of 50 shares to Marshall Formby and Lowell Smith for $20,000. Mr. Formby is owner KPAN Hereford, 40% owner KELD Floydada, ⅔ owner KSML Seminole, and ⅓ owner WTUE Tulia, all Texas. Mr. Smith is a rancher and banker. Granted Sept. 1.

WPLH Huntington,, W. Va.—Huntington Bcstg. Corp. granted voluntary transfer of control to Cy Bahakel for $50,000. Mr. Bahakel is owner of WABG Greenwood, Miss., WKIN Kingsport, Tenn., WRIS Roanoke, Va., and WKOZ Kosciusko, Miss. Granted Sept. 1.

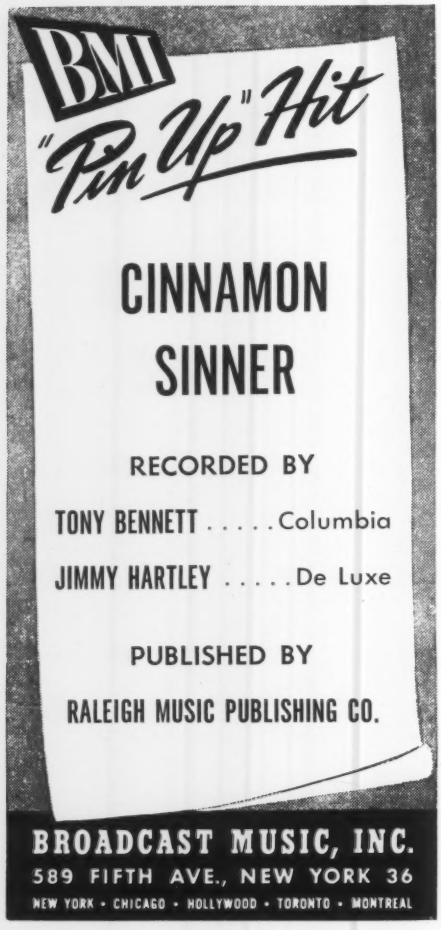
KOWB Laramie, Wyo.—Snowy Range Bcstg. Co. granted voluntary transfer of control to John Alexander & George B. Dent Jr. through sale of all stock for $60,000. Principals include **John Alexander** (50%), ½ owner KODY North Platte, Neb., and **George B. Dent Jr.** (50%), ½ owner KODY. Granted Sept. 1.

APPLICATIONS

KLOK San Jose, Calif.—E. L. Barker & Erwin L. Barker, administrator of the estate of Claribel Barker, deceased, Paul Grimm, administrator of the estate of T. H. Canfield, and Opal A. Canfield d/b as Valley Bcstg. Co. seek voluntary assignment of license to E. L. Barker (20%), Estate of Claribel Barker (40%), and Erwin L. Barker (40%). The Canfields 20% interest is being sold for $7,500. Filed Aug. 23.

KCSJ-AM-TV Pueblo, Colo.—Douglas D. Kahle & Robert L. Clinton d/b as Star Bcstg. Co. seek voluntary assigment of license to Star Bcstg. Co. No consideration involved as partners retain identical interests. Filed Aug. 24.

KCSJ-AM-TV Pueblo, Colo. — Star Bcstg. Co. seeks voluntary transfer of control to Bankers Life and Casualty Co. to settle loan of $323,000. Bankers Life is owner of KGA Spokane, Wash.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WFOX Milwaukee, Wis.—Wisconsin Bcstg. System Inc. seeks voluntary assignment of license to Business Management Inc. for $100,000. Principals include Pres.-Treas. **Joseph A. Clark** (100%), dairy and food products; Sec. **Chas. L. Goldberg,** attorney, and Vice Pres. **Edward Stillman,** accountant. Filed Aug. 23.

WSWN Belle Glade, Fla.—Seminole Bcstg. Co. seeks voluntary transfer of control to E. D. Rivers Jr. through sale of all stock for $60,000. Mr. Rivers is owner WEAS Decatur, WJIV Savannah, WGOV-AM-TV Valdosta, all in Georgia, and KWEM Memphis, Tenn. Filed Aug. 25.

WMMB Melbourne, Fla.—Melbourne Bcstg. Corp. seeks voluntary transfer of control to Louis G. Bessler and Erna Bessler through sale of 334 shares of stock for $77,500. Mr. Bessler is former coffee distributor salesman. Filed Aug. 23.

WFGM Fitchburg, Mass.—The Wachusett Bcstg. Corp. seeks voluntary acquisition of control by David M. Myers through purchase of 62% interest for $15,050. Mr. Myers will now own 89%. Filed Aug. 27.

WTAC Flint, Mich.—Trendle-Campbell Bcstg. Corp. seeks voluntary transfer of control to Radio Hawaii Inc. for $91,000 and assumption of liabilities up to $196,182. Radio Hawaii Inc. is licensee of operator of KPOA Honolulu and is subsidiary of Tele-Trip Policy Co., aviation insurance. Principals include Pres. **John M. Shasheen;** Sec. **Philip Gandert,** and Treas. **Joseph P. Kane.** Filed Aug. 27.

KVBC Farmington, N. M.—Luella M. Bowles & Marvin E. Bowles d/b as Valley Bcstg. Co. seek voluntary assignment of license to Cloyed O. Kendrick, Hugh D. Landis & Marvin E. Bowles d/b as Radio Station KVBC through sale of ⅔ interest by Mr. & Mrs. Bowles for $40,000. Principals include **Cloyed O. Kendrick** (⅓), general manager KVBC, and **Hugh D. Landis** (⅓), stockholder KANS Wichita, Kans. and KRGV Weslaco, Tex. Filed Aug. 26.

WEAN Providence, R. I.—General Teleradio Inc. seeks voluntary assignment of license to Providence Journal Co., operator of WPJB there, for $260,000 cash and $18,200 for real estate, *Journal* will surrender WPJB upon FCC approval to sale. Filed Aug. 27.

WMCH Church Hill, Tenn.—Harry J. Morgan & Thales E. Wallace d/b as Twin Cities Bcstg. Co. seek voluntary assignment of license to Thales E. Wallace. Mr. Wallace purchases Mr. Margon's ½ interest for $17,784. Filed Aug. 30.

WJZM Clarksville, Tenn.—Elmer T. Campbell & John P. Sheftall d/b as Campbell and Sheftall seek involuntary assignment of license to Gladys W. Campbell, executrix of the estate of Elmer T. Campbell (60%), deceased, and John P. Sheftall (40%), d/b as Campbell and Sheftall. Filed Aug. 30.

KUTI Yakima, Wash.—Walter N. Nelskog tr/as Independent Bcstrs. seeks voluntary assignment of CP to Walter N. Nelskog (50%), D. Gene Williams (25%) & Delbert Bertholf (25%), d/b as Independent Bcstrs. of $7,500. Messrs. Williams and Bertholf are associated in the management and ownership of KSPO Spokane, Wash. Filed Aug. 30.

KDDD Dumas, Tex.—North Plains Bcstg. Corp. seeks voluntary transfer of control to Lucian W. Spencer and William L. Spencer through sale of 210 shares of stock for $44,000. The Spencer brothers are associated in ownership and management of North Plains Telephone Co. Filed Aug. 27.

Hearing Cases . . .

INITIAL DECISIONS

Des Moines, Iowa—New tv, vhf ch. 8. FCC Hearing Examiner Millard F. French issued initial decision looking toward grant of the application of Cowles Bcstg. Co. for CP for new tv station on ch. 8 in Des Moines, Iowa, and denial of the competing application of Murphy Bcstg. Co. Action Aug. 27.

Memphis, Tenn.—New tv, vhf ch. 3. FCC Hearing Examiner Claire W. Hardy issued intial decision looking toward grant of the application of Hoyt B. Wooten, d/b as WREC Bcstg. Service, for a CP for a new tv station on ch. 3 in Memphis, Tenn., and denial of the competing application of WMPS Inc. Action Aug. 30.

APPLICATIONS

Albany-Schenectady, N. Y.—FCC by memorandum opinion and order, denied petition by Hudson Valley Bcstg. Co., permittee of tv station WROW-TV, ch. 41, Albany, N. Y., filed Aug. 5, insofar as petition requests reconsideration of Commission's action of July 7, which granted without hearing the application of Van Curler Bcstg. Corp., WTRI (TV), for mod. of CP to change principal community to Albany, N. Y., and to maintain main studio outside Albany, except with respect to hearing; ordered that, effective immediately, the effective date of the above mentioned grant to WTRI is postponed pending a final determination by the Commission with respect to Hudson Valley's protest; designated said application for hearing on Sept. 20, and made protestant and the Chief Broadcast Bureau parties to the proceeding. Action Sept. 1.

KNGS Handford, Calif.—Hanford Bcstg. Co. FCC Comr. Robert E. Lee granted petition to dismiss without prejudice its bid to change from 1 kw, directional night to 5 kw, directional day and night on 620 kc. Granted Sept. 1.

Routine Roundup . . .

August 26 Applications

ACCEPTED FOR FILING

Modification of CP

WORX Madison, Ind., Electronic Laboratories Inc.—Mod. of CP (BP-8835) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6626).

Application Returned

Plant City, Fla., R. E. Hughes—CP for new standard broadcast station on 1570 kc with power of 250 w and daytime hours of operation.

WCFV Clifton Forge, Va., Clifton Forge Bcstg. Corp.—(BR-2540).

License for CP

WCIA (TV) Champaign, Ill., Midwest Television Inc.—License to cover CP (BPCT-1125) as mod. which authorized new tv station (BLCT-224).

August 27 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner Robert E. Lee

Chattanooga, Tenn.,WDOD Bcstg. Corp., Mountain City Tv Inc.—Granted petition of WDOD for an extension of time to and including Sept. 7, in which to file exceptions to initial decision re ch. 3 (Dockets 10438-39).

Granted motions of the Chief Broadcast Bureau and Mass. Bay Telecasters Inc., for leave to file additional pleadings in proceeding re ch. 5 in Boston, Mass. (Dockets 8739 et al.); and the "Motion to Strike" and "Response to Matheson's Replies" filed by Mass. Bay Telecasters Inc. on Aug. 13, and "Supplement to Opposition of Chief Broadcast Bureau of Petition to Enlarge Issues" filed by the Chief Broadcast Bureau are accepted for filing; denied request of Matheson for oral argument.

Denied motions of Television East Bay for leave to file additional pleadings in proceeding re ch. 2 in Oakland, Calif. (Dockets 8888 et al.); and dismissed other pleadings directed against dismissal of the application of San Francisco-Oakland Tv Inc.

Naples, Fla., Collier County Bcstrs, Inc.—Cancelled proceeding in re protest of Robert Hecksher, licensee of WMYR Ft. Myers, Fla., to grant of Collier County application (Docket 11044; BP-9119), because the CP was deleted on Aug. 20 on request of permittee. (Action taken 8/23).

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By Hearing Examiner Herbert Sharfman

Latrobe, Pa., Latrobe Bcstrs.—Granted petition for continuance of hearing from Aug. 30 to Sept. 13, in re application for new am facilities (Docket 10428). (Action of 8/25.) Granted petition of Central Bcstg. Co. to accept its late appearance in this proceeding. (Action taken 8/26.)

By Hearing Examiner Annie Neal Huntting

Issued a statement setting forth requirements which shall govern the course of hearing in re applications of Mercer Bcstg. Co., Trenton, N. J., et al., for am facilities (Dockets 10931 et al.); cancelled hearing heretofore scheduled for Sept. 16; ordered that exhibits comprising the full direct case shall be exchanged on Sept. 13, and directed the parties to appear for a pre-hearing conference on Sept. 20. (Action taken 8/26.)

By Hearing Examiner Elizabeth C. Smith

WELO Tupelo, Miss, Tupelo Bcstg. Co.—Directed counsel for all parties to appear for a pre-hearing conference on Sept. 9, in re application for am facilities (Docket 11002).

By Hearing Examiner J. D. Bond

Whitefish Bay, Wis., Independent Television Inc.—Granted petition for leave to amend its application for tv ch. 6 (Docket 11009 et al) to show current information about its directors and stockholders.

By Hearing Examiner Elizabeth C. Smith

Granted petition of the Chief Broadcast Bureau, for continuance of further hearing in re application of WCUE Akron, Ohio, from Sept. 1, pending action by the Commission upon the petition to delete issues and remove intervenor from the proceeding, to a date to be fixed by later order (Docket 10851).

August 27 Applications

ACCEPTED FOR FILING

Modification of CP

WLDB Atlantic City, N. J., Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co.—Mod. of CP (BP-8090) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6627).

Renewal of License

WFAI Fayetteville, N. C., Ralph E. Hess—BR-1927.

WCFM (FM) Washington, D. C., Cooperative Bcstg. Assn.—BRH-316.

WTRI-FM Philadelphia, Pa., Temple U.—BRED-107.

WTVN-TV Columbus, Ohio, WTVN Inc.—BRCT-38.

Application Returned

WHIL Medford, Mass., Conant Bcstg. Co. Inc.—CP to increase power from 500 w to 1 kw and change type transmitter.

License for CP

WWOR-TV Worcester, Mass., Salisbury Bcstg. Corp.—License to cover CP (BPCT-1068) as mod. which authorized a new tv station. (BLCT-226.)

WDBO-FM Orlando, Fla., Orlando Bcstg. Co.—License to cover CP (BPH-1911) which authorized changes in licensed station (BLH-993).

KNEV (FM) Reno, Nev., Everett B. Cobb—License to cover CP (BPH-1769) as mod. which authorized new fm station (BLH-992).

WAWZ-FM Zarephath, N. J., Pillar of Fire Inc.—License to cover CP (BPH-1858) as mod. which authorized new fm station (BLH-991).

Remote Control

WGKV-FM Charleston, W. Va., Kanawha Valley Bcstg. Co.—BRCH-106.

Modification of CP

WLEU-TV Erie, Pa., Commodore Perry Bcstg. Service Inc.—Mod. of CP (BPCT-1283) which authorized new tv station for extension of completion date to 3-30-55 (BMPCT-2434).

KETA (TV) Oklahoma City, Okla., The Okla. Educational Television Authority.—Mod. of CP (BPET-21) as mod., which authorized new noncommercial tv station to extend completion date from 9-18-54 (BMPET-46).

KBES-TV Medford, Ore., Southern Oregon Bcstg. Co.—Application for extension of completion date to 3-4-55 (BMPCT-2421).

August 30 Applications

ACCEPTED FOR FILING

Renewal of License

WSID Essex-Baltimore, Md., United Bcstg. Co. of Eastern Md. (BR-1838); WMRL Morehead City, N. C., Carteret Bcstg. Co. (BR-1564); WACH Newport News, Va., Eastern Bcstg. Corp. (BR-1749); WRAP Norfolk, Va., Cavalier Bcstg Corp. (BR-1866). WSVS-FM Crewe, Va., Southern Virginia Bcstg. Corp.—(BRH-462).

Application Returned

WWON-FM Woonsocket, R. I., Woonsocket Bcstg. Co.—Construction permit to make changes in existing station change frequency to 106.3. Returned 8-19-54 incorrectly signed.

License for CP

KIDO-TV Boise, Idaho, KIDO Inc.—License to cover CP (BPCT-880) as mod. which authorized new tv station and to designate transmitter and studio location as 700 Crestline Drive, Boise, Ida. (not a move) (BLCT-230)

Modification of CP

WQXN-TV Cincinnati, Ohio, Robert W. Rounsaville.—Mod. of CP (BPCT-1681) as mod., which authorized new tv station for extension of completion date to June, 1955 (BMPCT-2432).

WSHA (TV) Sharon, Pa., Leonard J. Shafitz—Mod. of CP (BPCT-1509) which authorized new tv station for the extension of completion date to 3-27-55 (BMPCT-2435).

WSVA-TV Harrisonburg, Va., Shenandoah Valley Bcstg Corp.—Mod. of CP (BPCT-1324) as mod., which authorized new tv station for extension of completion date to 3-28-55 (BMPCT-2433).

August 31 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of August 27

Remote Control

KVLC Little Rock, Ark., Southern Bcstg. Co.—Granted authority to operate transmitter by remote control.

WBKH Laurel, Miss., Hattiesburg Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted License

WDBO-FM Orlando, Fla., Orlando Bcstg. Co.—Granted license covering changes in fm station (BLH-993).

KNEV (FM) Reno, Nev., Everett B. Cobb—Granted license for fm station (BLH-992).

KBSF Springhill, La., Springhill Bcstg. Co.—Granted license for am broadcast station; 1460 kc, 1 kw, D (BL-5400).

WLWD (TV) Dayton, Ohio, Crosley Bcstg. Corp.—Granted license covering changes in facilities of tv broadcast station (BLCT-169).

KING-TV Seattle, Wash., King Bcstg. Co.—Granted license covering changes in facilities of tv broadcast station (BLCT-176).

Modification of CP

KETA Oklahoma City, Okla.—Granted extension of completion date to 3-17-55.

Actions of August 26

Granted License

WAWZ-FM Zarephath, N. J., Pillar of Fire Inc.—Granted license for fm broadcast station (BLH-991).

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted license covering change in transmitter location (BL-5403).

KHOB Hobbs, N. M., Lea County Bcstg. Co.—Granted license for am broadcast station; 1280 kc, 1 kw, D (BL-5404).

WANA Anniston, Ala., Anniston Radio Co.—Granted license for am broadcast station; 1490 kc, 250 w, U; condition (BL-5405).

WWKO Ashland, Ky., States Bcstg. System Inc.—Granted license for am broadcast station; 1420 kc, 5 kw, D (BL-5402).

KCHV Coachella, Calif., Coachella Valley Bcstg. Co.—Granted license for am broadcast station; 970 kc, 1 kw, D (BL-5410).

WKBL Covington, Tenn., Tipton County Bcstg. Co.—Granted license for am broadcast station; 1250 kc, 1 kw, D (BL-5414).

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—Granted license covering increase in power; 1220 kc, 1 kw, D (BL-5396).

KLTZ Glasgow, Mont., The Glasgow Bcstg. Co.—Granted license for am broadcast station; 1240 kc, 250 w, U (BL-5413).

KWIL Albany, Ore., Central Willamette Bcstg. Co.—Granted license covering change in facilities, installation of new transmitter and DA for day and night (DA-2) and change transmitter location; 790 kc, 1 kw, DA-2, U (BL-5284).

KJOE Shreveport, La., Audiocasting Inc.—Granted license for am broadcast station; 1480 kc, 1 kw, D (BL-5401).

KCNC Fort Worth, Tex., Blue Bonnet Bcstg. Corp.—Granted license covering change in transmitter location (BL-5411).

KLPW Union, Mo., Franklin County Bcstg. Co.—Granted license for am broadcast station; 1220 kc, 250 w, D (BL-5417).

KSML Seminole, Tex., Seminole Bcstrs.—Granted Mod. of CP for approval of antenna, transmitter and studio locations; condition (BMP-6344).

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type of transmitter; condition (BMP-6553).

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Actions of August 25

Granted License

WDSU-FM New Orleans, La., WDSU Bcstg. Corp.—Granted license covering change in ERP, antenna height and antenna system (BLH-990).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WRWB Kissimmee, Fla.; WJHP Jacksonville, Fla.; WHEE Martinsville, Va.; WEOA Evansville, Ind.; WCOA Pensacola, Fla.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WGEM-TV Quincy, Ill., to 3-24-55; KMID-TV Midland, Tex., to 3-1-55; WHCI Hartford City, Ind., to 1-1-55.

Actions of August 24

Program Authority

New York, N. Y., Columbia Bcstg. System Inc.—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under the control of the Canadian Broadcasting Corp. for the period beginning 9-15-54.

Authority Cancelled

KBAK Bakersfield, Calif., Bakersfield Bcstg. Co.—Granted request for cancellation of authority to change from DA-1 to DA-2 (BML-1490; BMP-6445).

Granted CP

WACA-TV Camden, S. C., Camden Bcstg. Corp.—Granted CP to replace expired CP (BPCT-1544) as mod. which authorized new commercial tv station (BMPCT-1889); completion date 2-24-55.

Modification of CP

Granted Mod. of CP's for extension of completion date as shown: WBRD Ft. Lauderdale, Fla., to 1-24-55, conditions; WJNO-TV West Palm Beach, Fla., to 3-15-55; WHFC-TV Chicago, Ill., to 3-7-55; KHQA-TV Hannibal, Mo., to 3-24-55; KRGV-TV Weslaco, Tex., to 3-15-55; WFMY-TV Greensboro, N. C., to 3-22-55; WREX-TV Rockford, Ill., to 3-15-55; WSEE (TV) Erie, Pa., to 3-1-55; WCKG (TV) New Orleans, La., to 2-17-55; WELI-TV New Haven, Conn., to 2-24-55; WWLA (TV) Lancaster, Pa., to 3-15-55.

Actions of August 23

Granted License

WSTR Sturgis, Mich., WSTR Inc.—Granted license covering change in facilities and type transmitter; 1230 kc, 250 w, U. (BL-5382).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WMIN-TV St. Paul, Minn., to 3-1-55; WQXL-TV Louisville, Ky., to 3-15-55; WMTW (TV) Poland, Me., to 3-8-55; WKAQ-TV San Juan, P. R., to 2-15-55; WOHO Toledo, Ohio, to 11-23-54; WNRI Woonsocket, R. I., to 11-30-54.

August 31 Applications

ACCEPTED FOR FILING

Renewal of License

WFRC Reidsville, N. C., Piedmont Carolina Bcstg. Co.—(BR-1625).

WCOS Columbia, S. C., Radio Columbia—(BR-1024).

WLCM Lancaster, S. C., Royal Bcstg. Co.—(BR-2675).

WCFV Clifton Forge, Va., Clifton Forge Bcstg. Corp.—(BR-2540, Resubmitted).

Remote Control

KVLC Little Rock, Ark., Southwestern Bcstg. Co.—(BRC-507).

WBKH Hattiesburg, Miss., Hattiesburg Bcstg. Co.—(BRC-505).

Modification of CP

WJDM (TV) Panama City, Fla., J. D. Manly—Mod. of CP (BPCT-1571) as mod. which authorized new tv station for extension of completion late to 1-2-55 (BMPCT-2431).

WHCU-TV Ithaca, N. Y., Cornell U.—Mod. of CP (BPCT-534) as mod. which authorized new tv station for extension of completion date to 3-7-55 (BMPCT-2436).

September 1 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner J. D. Bond

Issued an order amending the First Pre-trial Order dated Aug. 13, in re applications of The Toledo Blade Co., et al., for ch. 11 in Toledo, Ohio (Dockets 11084 et al.), in accordance with informal requests submitted on Aug. 20 and 24 by Community Bcstg. Co. and Great Lakes Bcstg. Co. (Action of 8/30).

Issued the First Pre-trial Order in proceeding re applications of Independent Television Inc., et al., for ch. 6 in Whitefish Bay, Wis., which shall govern the course of further proceedings to the extent indicated, and further ordered that a further conference shall convene on Nov. 3 (Action taken 8/27) (Docket 11009 et al.).

By Hearing Examiner H. Gifford Irion

Buffalo, N. Y., Great Lakes Television Inc.; Greater Erie Bcstg. Co.; WKBW-TV Inc.—By memorandum opinion and order granted joint request of applicants for elimination of points of reliance, in re proceeding for ch. 7 (Dockets 10968 et al.).

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., James A. Noe and Co.—Granted motion for continuance of further hearing from Sept. 7 to Oct. 4, 1954, in re applications for ch. 4 (Dockets 8936 et al.).

On motion by Allegheny Bcstg. Corp., rescheduled the procedural steps in proceeding re ch. 4 for Irwin, Pa. (Dockets 7287 et al.), as follows: Sept. 20: exchange of exhibits comprising full direct case of each applicant; Oct. 8: conference after exchange of exhibits; Oct. 18: hearing for receiving exhibits and taking of testimony.

By Hearing Examiner William G. Butts

Ordered that a further conference in re applications of Key Bcstg. System Inc., Bay Shore, N. Y., et al., for am facilities (Dockets 10379 et al.), shall be held Oct. 15, and continued hearing now scheduled for Oct. 5 to Oct. 25.

By Hearing Examiner Herbert Sharfman

Newburgh, Ind., Southern Indiana Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.—Granted motion filed by Mt. Vernon for leave to amend its am application (Docket 11077; BP-9124), to submit revised program information.

By Hearing Examiner Harold L. Schilz

KSEY Seymour, Tex., William C. Moss—On petition of KSEY, postponed hearing now set for Aug. 31, until further order by the Examiner (Docket 10218; BML-1473).

September 1 Applications

ACCEPTED FOR FILING

Renewal of License

WABZ Albemarle, N. C., Radio Station WABZ Inc.—(BR-1596).

WBBB Burlington, N. C., Alamance Bcstg. Co.—(BR-1147).

WLTC Gastonia, N. C., Gastonia Bcstg. Service Inc.—(BR-1903).

WGBG Greensboro, N. C., Greensboro Bcstg. Co.—(BR-2391).

WMFR High Point, N. C., Radio Station WMFR Inc.—(BR-876).

WJNC Jacksonville, N. C., Greater Carolinas Television & Radio Industries Inc.—(BR-1231).

WBRM Marion, N. C., Lake City Bcstg. Corp.—(BR-2268).

WOXF Oxford, N. C., Oxford Bcstg. Corp.—(BR-2329).

WCEC Rocky Mount, N. C., Eastern Carolina Electronics Inc.—(BR-1796).

WTNC Thomasville, N. C., Thomasville Bcstg. Co.—(BR-1653).

WHCC Waynesville, N. C., Kenneth D. Fry and Margaret F. Fry d/b as Radio Station WHCC—(BR-1658).

WBSC Bennettsville, S. C., Bennettsville Bcstg. Co.—(BR-1633).

WCRE Cheraw, S. C., Chesterfield Bcstrs. Inc.—(BR-2852).

WMUU Greenville, S. C., Bob Jones University Inc.—(BR-2377).

Application Returned

KAVL Lancaster, Calif., Antelope Bcstg. Co.—Voluntary sale of 200 shares of stock from Budd Aven to James B. French.

License for CP

WJDX-FM Jackson, Miss., Lamar Life Insurance Co.—License to cover CP (BPH-1918) which authorized change studio location; antenna height above average terrain & antenna system (BLH-994).

WTHS (FM) Miami, Fla., Lindsey Hopkins Vocational School of Dade County Board of Public Instruction—License to cover CP (BLED-258) which authorized change in ERP and type of transmitter (BLED-155).

Modification of CP

WOI-TV Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts—Mod. of CP (BPCT-974) as mod. which authorized changes in facilities of existing tv station for extension of completion date to 12-10-54 (BMPCT-2440).

KVOL-TV Lafayette, La., Evangeline Bcstg. Co.—Mod. of CP (BPCT-818) as mod. which authorized new tv station to extend completion date from 9-24-54 (BMPCT-2442).

KWTV (TV) Oklahoma City, Okla., Oklahoma Television Corp.—Mod. of CP (BPCT-768) as mod. which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2441).

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(Formerly Department of Commerce—C.A.A. Member Washington Airspace Subcommittee)
Offers a specialized consulting service to the Radio and Television Industry on aeronautical problems created by tower construction.
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QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

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SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

1 kw daytimer wants manager for Ozark, Alabama. Hard work, must sell, manage, announce. Good salary. Apply Bert Bank, WTBC, Tuscaloosa, Alabama.

Salesmen

Salesman—Top audience station in market has opening for energetic salesman. Liberal commission. This Pennsylvania station affiliated with number one network. Box 523E, B•T.

Can you sell radio in a north central city over a hundred thousand population? Leader of two stations, independent, salary, commission, permanent, best opportunity, no hamstringing. Send full details. Box 572E, B•T.

Experienced radio salesman wanted. Good opportunity for man willing to work. Potential high. Contact KASI, Ames, Iowa.

Starting new daytime station in west Texas. Will need good, hard-working salesman (no ball of fire wanted), also engineer-announcer and straight announcer, or announcer-salesman. Job permanent, with reasonable pay, in small town. Prefer Texan or one used to small towns in southwest. Contact Clint Formby, KPAN, Hereford, Texas.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstanding income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

Experienced, business-like time salesman. Prosperous market, many good prospects. Liberal draw, good commission monthly. Floaters, alcoholics, pressure boys need not apply. Send background and experience to: General Manager, WITY, P. O. Box 142, Danville, Illinois.

WKBH, 5,000 watt NBC, LaCrosse, Wisconsin, needs experienced local salesman. Permanent, attractive proposition. Send background, resume and recent photo to Robert Morrison, Sales Manager.

Announcers

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Radio announcer for NBC affiliate in southwest. Prefer married man with some experience. Write giving qualifications, references and salary expected. Box 577E, B•T.

Clever DJ-actor. Flowing ad-lib. Amusing and entertaining patter. Single, midwest. Box 579E, B•T.

Need experienced announcer, sports and general staff work. Permanent, good working conditions. Write D. A. Wommack, KALT, Atlanta, Texas.

Need good experienced play-by-play football announcer at once. Rush tape and references air mail, KCMC-Radio, Texarkana, Texas.

Opportunity for good morning announcer. Send resume. ABC network. KFRO, Longview, Texas.

Help Wanted—(Cont'd)

Needed—announcer with good resonant voice. One year's experience necessary. Start $50 for 40 hours. Advancement depends on you. Send tape and picture to WBBB, Burlington, North Carolina.

Experienced announcer with first phone. Emphasis on announcing. Good salary. Personal interview necessary. Contact Hal Vester, WFTC, Kinston, N. C.

Number 1 station—Erie, Pa., needs two top-flight disc jockeys. Fast paced independent operation where results count. If you're good and can prove it, rush tape to Manager, WJET, Erie, Pa.

WMIT, Charlotte, N. C., needs an announcer-engineer at mountaintop transmitter. Car necessary. Single man preferred. Send full details first letter.

Announcers: Morning man with friendly, informal style. Also utility announcer. Light experience but good potential. Opportunity for stable young man to settle in small community yet work at regional station. Opening caused by top personnel stepping into larger markets. Excellent working conditions. Professional operation. Send full details, audition to Ray Cheney, WMIX, Mt. Vernon, Illinois.

New daytime independent beginning October. Need manager, PD, announcers, engineers, newsman or combinations. Send photos, tapes, background and salary acceptable. Eastern Wisconsin Broadcasting Company, P. O. Box 147, Plymouth, Wisconsin.

Technical

Chief for Arkansas regional, remote controlled. Must be experienced all phases am broadcasting. Car required. Box 518E, B•T.

Station needs first class engineer with ability to announce well. Apply by letter only. Box 548E, B•T.

First class technicians needed. Union scale. Am-tv newspaper owned operation. Box 561E, B•T.

First class engineer capable of keeping 250 watt station on the air. Must be able to announce. $85 for 48 hours. Apply WJIG, Tullahoma, Tenn., at once.

First phone operator, network station. WSYB, Rutland, Vermont.

First class engineer, experienced preferred. Immediate opening, WWNR Beckley, West Virginia.

Production-Programming, Others

Negro programmed station—southern city—wants white program director, experienced all phases negro programming, small station operation. Give complete details—references and recent snapshot or application will not be considered. Box 365E, B•T.

Urgently needed, experienced continuity writer. Send full particulars. WPAQ, Mt. Airy, N. C.

Television

Help Wanted

Salesmen

Wanted experienced television salesman who knows creative selling. Prefer young aggressive man with ideas. Upstate New York. Send complete details to Box 522E, B•T.

Situations Wanted

Managerial

Wanted, opportunity to apply seven years experience to work for you as station manager. 1st phone. Box 514E, B•T.

Manager available. New or established small station. Excellent record. Best references. Box 535E, B•T.

Manager-salesman now managing small station. Desires to relocate in Illinois-Wisconsin as manager or salesman under promotion-minded sales manager. College graduate with ten years' experience announcing, programming, and sales. 36, married. Box 543E, B•T.

Manager-salesman available: Seven years successful experience in small markets. Hard worker, civic minded, sober, family man, age 30. Present earnings, $10,000 yearly. All offers considered, treated confidentially. References, details upon request. Now located in south. Write Box 549E, B•T.

Salesmen

Salesman, 4 years experience. Desires permanent position, stable radio-tv station. Excellent references. Box 475E, B•T.

Account executive, five years experience, desires change. Interested in sales position, New York or Philadelphia. Outstanding record as salesman and sales manager. Box 573E, B•T.

Announcers

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request Box 413E, B•T.

Play-by-play baseball, football, basketball. Desire sports minded station. Experienced. References, photo, tape upon request. Box 510E, B•T.

Announcer—experience 2 years—prefer New York, New Jersey, New England areas. Box 512E, B•T.

Announcer, six years experience. Three years at present station. Seeking larger market. Excellent references. Box 515E, B•T.

Young announcer, experienced in hillbilly and popular, news and sportscasting, some play-by-play. Box 517E, B•T.

Sports—3 years experience play-by-play, staff continuity, PD, sales. Excellent background. 24, married, veteran. Seeking permanency. Available September 21. Box 519E, B•T.

Ambitious Negro announcer, DJ, smooth blending commercial shows. Board operator. Likable style. Third class ticket. Excellent references. Revealing tape. Box 521E, B•T.

Interested in staff position, fresh from 16 months experience, veteran, single, control board operation. Box 525E, B•T.

Sports announcer, 15 years experience—pro baseball, hockey—college football, basketball. Family man—clean habits, no drifter. Box 526E, B•T.

Experienced announcer, radio and tv, NBC trained, college grad. Married—now employed. Box 530E, B•T.

Negro announcer-DJ. Tape, references. Trained voice. Mr. Rhythm Blues. Box 532E, B•T.

Top free lancing sportscaster with major league baseball assignment for 1955 desires football and/or basketball spot for Fall and Winter. Not too expensive. Box 554E, B•T.

Announcer, combo, newscaster, DJ, can write good copy. Available immediately. Box 563E, B•T.

Keen sense of humor, dee jay, newscaster. Limited experience. Tape, resume. Box 566E, B•T.

Situations Wanted—(Cont'd)

Announcer-DJ, news. Experienced. Desires position in or around Chicago. Can handle board and copywriting. Tape, etc., on request. Box 567E, B•T.

Announcer. Recent radio-tv school graduate. Excels in news. Good on commercials. Staff job preferred. Single, will locate anywhere. Box 568E, B•T.

Announcer-DJ: Vet, college grad, single, ambitious; wishes situation with future; experience includes tape recording, board, continuity; remuneration secondary to possibility of advancement; resume, photo, tape on request. Box 569E, B•T.

5 years radio experience, specialty sports-news-solid staff man. Age 30, married. Desire sports position radio and/or tv. Box 570E, B•T.

Versatile announcer—strong on commercials. Top-notch DJ personality, sports, news. Reliable family man. Salary secondary to permanency. Will travel for worthwhile position. Box 578E, B•T.

Good announcer seeks good job. Thoroughly capable, fully experienced. Farm friendly DJ, authoritative news, good strong commercials; excellent ad-lib. M.C. Box 541E, B•T.

Sports commentator, sports director, formerly on two Los Angeles stations. Lifetime devoted to analysis of sports. Your opportunity to secure power-packed, hard-hitting sports commentator with excellent voice whose sports knowledge unquestioned. Stations seeking change or without nightly commentary strongly urged to consider this type program, rest assured large listening audience. Seattle, Portland, Cincinnati, Miami, Houston or ? Age 25. Box 550E, B•T.

Announcer specializing disc jockey easily adaptable, ambitious, conscientious, limited experience. Box 580E, B•T.

Announcer—smooth commercials, news, dee jay, experience light, future bright. Gerry Borak, 254 East 56th Street, Brooklyn 3, N. Y. EVergreen 5-4256.

Sportscaster-dee jay-staff. Strong play-by-play. Three years experience. College graduate. Veteran. Prefer heavy sports-music station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Versatile announcer. Eight months experience. Smooth DJ, strong news, draft exempt. Car. Will travel. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Radio-tv, 7 years dee jay, mc, news, special events. 1st phone. Steve Evans, Box 590, Petaluma, California.

Music, news, 26, experienced. Operate board. Tape available; travel. Dee Ford, 1954 E. 28th Street, Brooklyn, N. Y.

Announcer-engineer, 7 years experience. Pleasing voice, strong on sports. New England-Middle Atlantic area preferred. Available at once. Andrew Giannino, % General Delivery, Rockville, Maryland.

Staff announcer, some experience. Will travel, married. Edward Hickey, 321 East 43rd Street, New York City.

Announcer, newscaster, DJ, seeks staff position with small radio station. Light experience. Idea man. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Personality negro DJ—staff announcer. Tape and photo on request. Harry Levi, 3445 S. Rhodes, Chicago, Illinois.

Announcer-writer. North Carolina boy, operates board, all staff duties, single, third ticket, no floater, Pathfinder graduate. Jimmy Raper, 737 11th Street, N. W., Washington, D. C. Metropolitan 8-5255.

Announcer, some experience, smooth news, dee jay, commercials. High potential. Mark Shore, 751 East 178th Street, Bronx 57, New York. CYpress 9-3437.

Situations Wanted—(Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Chief engineer or supervisor available immediately. 12 years experience, am-fm-tv, from 250 watts to 50 kw, construction experience. Box 428E, B•T.

Chief engineer—capable, experienced all phases. Stable family man. Southwest. Box 469E, B•T.

Presently employed engineer desires position with radio station in Wisconsin or bordering states. 1st phone. Box 531E, B•T.

Combination. Eight years chief. Authoritative news. Tops in ad-lib on pop music. College. Car. Tape. Photo. References. Available two weeks. Prefer east coast. Box 556E, B•T.

1st phone, 9 years with inventor of fm, immediately available. Box 559E, B•T.

Am-tv engineer, experienced all phases. Xmtr emphasis, remotes, micro-wave. Box 571E, B•T.

Engineer, 1st class, 45, single, sober, available transmitter operation, vacation fill or where some maintenance initiative is needed. Experience, 250 w to 50 kw, am, also utility electrical engineer. Wallace V. Rockefeller, Wood River, Nebraska.

Studio technician—Television Workshop graduate. Experienced all technical phases. Go anywhere; salary unimportant; right opportunity. Warren Starr, 152 E. 94th Street, New York City, N. Y.

Engineer—no announcing, married, experienced in remote control, chief. Now available. Phone C. E. Warford, 3151-W, Johnson City, Tennessee.

Production-Programming, Others

Desire program manager's position or opportunity to specialize in record shows. 8 years well-rounded experience. Want permanent position. Box 534E, B•T.

Successful, experienced PD seeks executive position, larger station. Best references. Box 536E, B•T.

Newswriter-editor—light experience, B.S. radio, journalism 1952, veteran, single. Prefer network station. Box 540E, B•T.

Continuity writer. Ten years radio. Experienced all phases station routine 250 w to 50 kw, including four years top rated DJ show. 34, single, college. Excellent recommendations. Presently continuity director Ohio kilowatt. Available two weeks. Box 542E, B•T.

Situations Wanted—(Cont'd)

Newsman, experienced radio, newspaper, wire service. Salable delivery. Veteran, 26. Box 553E, B•T.

Program director. Woman. Twelve and one-half years radio experience. Air work, continuity, traffic, engineering. Some television. College graduate. Present salary, hundred dollars weekly. Box 557E, B•T.

Male copywriter-announcer, five years radio-tv. Available immediately all-around duty. Box 558E, B•T.

Continuity and commercial writer. Imaginative, colorful presentation. Experienced newsman; top-flight on human interest and sports. University graduate. Veteran. Telephone EMerson 2-0149, Washington, D. C. Box 560E, B•T.

Television

Situations Wanted

Managerial

Don't let's kid ourselves. The gravy days of television are over. Yes, I have excellent national contracts but national sales cannot support all the stations. More important is my ability to devise local sales techniques which bring in the necessary profits and while directing all operations, I have done it in a vhf small market, in areas officially labeled "critical" and in strike afflicted communities. Available as general manager or commercial manager in large market. Specific details, excellent references, personal interview on request. Box 476E, B•T.

Eight years radio and tv experience, integrity, and sales know-how in return for five figure opportunity. Top salesman present market. University trained. If you need hard selling, on the street sales manager write Box 520E, B•T.

Director of sales development—promotion—merchandising—market and audience research. Now with advertising agency but itching to return to broadcasting-telecasting field. Network and independent station experience includes New York station. Exceptionally effective sales presentations have habitually hit their targets. Have developed attention-compelling direct mail campaign. Worked closely with sponsors and agencies in creating merchandising programs in supermarkets and drug outlets. Market research minded, believes in giving the salesman all the facts, repeat all the facts, the need in making their pitch. Know how to find, and present, these facts. Thoroughly familiar with audience research techniques. Can create—and place—publicity stories. Excellent speaker for station's participation in community activities. Believes that station promotion can be built around factors other than the size and height of television tower. Box 555E, B•T.

Aggressive young man desires position as tv operations manager. Five years experience in production, sales, overall operation. Presently employed by outstanding station. Box 576E, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Announcers

Seven years experience radio-tv announcing, production. Seeking opportunity with progressive tv station. 1st phone. Box 513E, B•T.

Married, 31 years old, two children, 10 years experience radio and television as exceptionally good staff announcer. Extremely versatile as performer. Immediate availability. Desire permanent position with eastern television station. Box 545E, B•T.

Technical

15 years experience, broadcast construction, maintenance, communications. Desire job with top-notch radio or vhf-tv station in southwest. Box 366E, B•T.

Engineering director — chief engineer — experienced am-fm-tv, color tv, construction and network operations. Box 483, B•T.

Production-Programming, Others

Tv producer-director with network experience desires change. Presently employed by one of the nation's leading net-originating stations. Radio and N. Y. ad agency background. Box 465E, B•T.

Program-production manager — experience all phases tv production. Will relocate for right position. Box 481E, B•T.

Production manager-program director. 7 years actual tv experience in all phases, films, programming and production. B.A. degree leading university, 27, settled, excellent health. Southwest preferred. Best references. Box 524E, B•T.

Veteran, ambitious, graduate of SRT in New York City seeks position as director and/or cameraman. Capable of handling all phases of tv operations. Married. Willing to travel. Box 527E, B•T.

Got CP? Thoroughly experienced PD put successful station on the air. Can do same for you. Box 537E, B•T.

PD five years' radio-tv experience seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 538E, B•T.

Program manager and film buyer—with over ten years experience radio and tv, seeks market with challenge. Prefer east coast. Veteran. Married. Box 544E, B•T.

Program director-announcer-salesman for vhf tv station. College graduate, 30. 14 years experience radio announcing, programming and selling, including 2 years tv announcing-programming. Now and for the past two years, with leading CBS radio and television stations in the south. Desire larger market of better opportunity to earn financial advancement. Experience has taught me how to select competent personnel and supervise. Am competent; meticulous! Excellent references! Box 574E, B•T.

Cameraman — graduate SRT. Experienced all phases studio operation. Will locate anywhere. John Millard, 2532 East 27th Street, Brooklyn, N. Y.

For Sale

Stations

1000 watt Rocky Mountain daytime grossing about $75,000 annually. Excellent terms to capable operator. All or control. Box 551E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

Have 250 w uhf transmitter, hand built by top engineers, with finest materials, at moderate price. Ideal with satellite operations. Box 409E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

For Sale—(Cont'd)

RCA 72-D, recording attachment with equalizer. Completely overhauled, like new. $225.00 or highest bidder. Box 546E, B•T.

Don't let the 45 rpm changeover throw you financially. Complete plans for 45 player conversion for BC use. Simplifies dee jay problems, smoothes programming and saves you lotta dough. Field tested. Send a dollar to Box 575E, B•T.

375 foot wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Because WFMT is moving to new quarters with new equipment . . . 3kw fm transmitter, perfect condition, 85-ft. self-supporting IDECO tower supporting 4-bay Andrew fm antenna on 40-ft. mast, now installed atop building. Approximately 250 feet, 3⅛ inch coax with assorted 90 degree and 45 degree joints and hardware, now installed. Available immediately. All for $3,500 cash from premises of WFMT, 4000 W. Washington Blvd., Chicago, Ill.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

GR-916A bridge w/standard R&C. Never used. $490. prepaid. J. E. Howell, Lumberton, N. C.

Wanted to Buy

Stations

Experienced broadcaster wants radio station, small or medium market, east or south. Prompt action on all replies. Confidential. Box 562E, B•T.

Equipment Etc.

Wanted—used 5 kw am transmitter. Must be reasonable. Box 484E, B•T.

5 kw am transmitter, must be in good condition and reasonably priced. Box 581E, B•T.

Studio transmitter link with transmitter and receiver for am. Please state condition, frequency and asking price. Contact WMPM, Smithfield, North Carolina.

50, 100 and 250 watts fm transmitters, broadcasting quality. Guarantee Radio Supply Co., Laredo, Texas.

Used approved broadcast am frequency and modulation monitors, console, turntables, antenna, recordings. Describe fully, give prices. C. Knierim, 672 Hurlburt, Hermiston, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Stolen equipment . . . following Magnecord units stolen from WRCO August 29, 1954: PT6-A serial A 7869; PT6-AH serial AH 20911; PT6-J serial J 7224. If offered for sale, ask local police to hold and contact County Sheriff at Richland Center, Wisconsin.

This is a story about a Texas Cancellation

G. F. Roberts of KGKL San Angelo, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Help Wanted

Managerial

SALES EXECUTIVE

WE WANT TOP-FLIGHT EXECUTIVE WORTH AT LEAST $12,000 TO $15,000 PER YEAR TO MANAGE SALES DEPT. MIDWEST RADIO-TELEVISION OPERATION. Must have outstanding administrative ability and be thoroughly experienced in sales. We are a pre-freeze-network-VHF-100,000 watt-first-50-market station-radio 20 years. Include photo and detailed record of your experience in application.

Box 511E, B•T

FLORIDA CALLING

If you are a good radio salesman looking for a better job please read this: I have been Sale Manager for this IKW station for almost two years. It is a good station in a good market. With tremendous future. The management is very cooperative and nice to work with. Very congenial staff. Located in one of the most progressive towns in Florida. I am leaving to go into TV. For someone who wants a good radio sales position I recommend this. If interested, please write immediately to

Box 516E, B•T.

CHALLENGE ! !

FOR SELECT FEW WHO WOULD LIKE TO JOIN YOUNG, AGGRESSIVE MANAGEMENT BENT ON ACHIEVING NATION'S NO. 1 UHF SUCCESS STORY IN EASTERN MARKET OVER HALF MILLION—41ST NATIONALLY. FINEST EQUIPMENT—MODERN STUDIO BUILDING. POSITION OPEN FOR EXPERIENCED

SALES MANAGER
CHIEF ENGINEER
DIRECTOR OF PROGRAM OPERATIONS
ANNOUNCER-PRODUCERS
STAFF ENGINEERS

VERSATILITY, SINCERITY, IMAGINATION—AND ABOVE ALL—ENTHUSIASM ABSOLUTE PREREQUISITES. WRITE IMMEDIATELY—FULL DETAILS INCLUDING SALARY EXPECTATIONS—ALSO PICTURE—TO

Box 564E, B•T

Production-Programming, Others

WOMAN RADIO PERSONALITY

. . . who can project herself to a woman's radio audience. Must be attractive, pleasant disposition and capable of calling on housewives in conjunction with program production. Also must have air-work record.

Permanent position available in Midwest. Send resume and tape, if available, for interview to:

Radio Hawaii Inc.
420 Lexington Avenue
New York 17, N. Y.
MUrray Hill 6-4686

Situations Wanted

Managerial

experienced radio-tv-newspaper

MANAGER

available september 1st

Would like chance to manage station. Prefer radio-TV combination but can handle either radio or TV management. Background include 15 years, sales manager; 2 years TV (opened station) plus several years newspaper selling. Active in civic affairs; director state broadcasters, symphony orchestra, sales managers club, well known among networks, national agencies. If you want a hard-working, economy minded manager, an interview can be arranged promptly. Free to go anywhere (unmarried).

Box 487E, B•T

Announcers

TOP-FLIGHT SPORTS DIRECTOR

29, married, college degree, presently employed. Available Oct. 15 SPORTS MINDED radio and/or TV station. Extensive basball, football, basketball, hockey play-by-play experience. Highly rated editorial type nightly sports column continually sponsored five years in hotly competitive northeast metropolitan market. Finest references.

Box 529E, B•T.

If You Want Results

An experienced DJ, radio and television, with top show in a highly competitive major market desires change. Prefer morning spot; will consider others. Major market only. Play piano and sing. Presently employed. Excellent references past and present employers. Exceptionally good record of sponsor loyalty and continuous high rating. Will produce. Family man. $175. per week plus talent. Will arrange personal interview at my expense or tape. Available in two or three weeks. Box 565E, B•T.

Television

Managerial

ATTENTION

Station Owners — Agencies — Tv Reps

Top-notch AM-TV account executive-sales manager desires TV management opportunity. Ready for highest responsibility now but willing to prove self first. 15 years broadcasting experience with major market key stations includes 4 years TV sales and programming. Mature family man. Best references. New York—New England area now.

Box 528E, B•T.

STOP . . . LOOK . . . LISTEN . . .

TO THESE RESULTS

A Florida Publisher Writes:

". . . My use of BROADCASTING • TELECASTING Magazine classified ads over a period of five months has sold 422 copies of our new Speakers Dictionary to radio and television stations throughout the U.S.A., Canada, Puerto Rico and the Hawaiian Islands. I know this result was through BROADCASTING • TELECASTING because my appeal to radio and television stations was only advertised in B•T . . . Sales are still coming in.

(signed)
Rod Arkell,
Sebring, Fla.

B•T can do the same for you. When do we start?

Situations Wanted—(Cont'd)

Production-Programming, Others, etc.

An unusually well-qualified newsman wants a career in television—preferably in production of news and public affairs. . . . He was a highly regarded editor on one of the largest, most successful Pulitzer Prize papers when he won a Ford Foundation fellowship for 18 months research in the Far East. His byline stories from Europe, Africa, S.E. Asia and Japan have been syndicated in top newspapers. He knows cinematography and film editing techniques. He has done some broadcasting. He is married, 32, former naval officer and a Yale graduate. He offers his all-around news and writing experience reasonably because he is anxious to get into television. He's available now. Write for complete details and interview.

Box 552E, B•T

FILM BUYER
and/or
PROGRAM DIRECTOR

By far, probably the most capable film authority in television today. Nine years with a major theatrical film company, five years in television with major networks, one year as independent producer. Presently buying, programming and planning top network for numerous key markets. Produced and directed in legit theatre, bought talent, etc. Complete knowledge of programming and how to eliminate problems.

Box 547E, B•T.

For Sale

Equipment Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

For Sale—(Cont'd.)

CONSTRUCTING?

SAVE!

280′ Stainless Tower (24″) with guys. lights, mercury flash switch, repainted. Less than 3 years' use. Now stacked and stored.

SAVE 46%

664 ft. 7/8 Copper Coax (two equal lengths 332 ft.)

SAVE 25%

670 ft. RG 11 U Coax Sampling line.

SAVE 25%

Clarke 108 Phase Monitor greatly reduced.

RCA Type WX-2B Field Intensity Meter. 3 years old—like new.

FITZGERALD

WGSM Huntington, N. Y.

Now non-directional (that's why)

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

California

$90,000.00

A very profitable independent in a good growth market. Liberal financing with only $20,000.00 down.

Pennsylvania

$65,000.00

A successful independent located in one of Pennsylvania's best medium-sized markets. Fixed assets considerably above average.

Appraisals • Negotiations • Financing

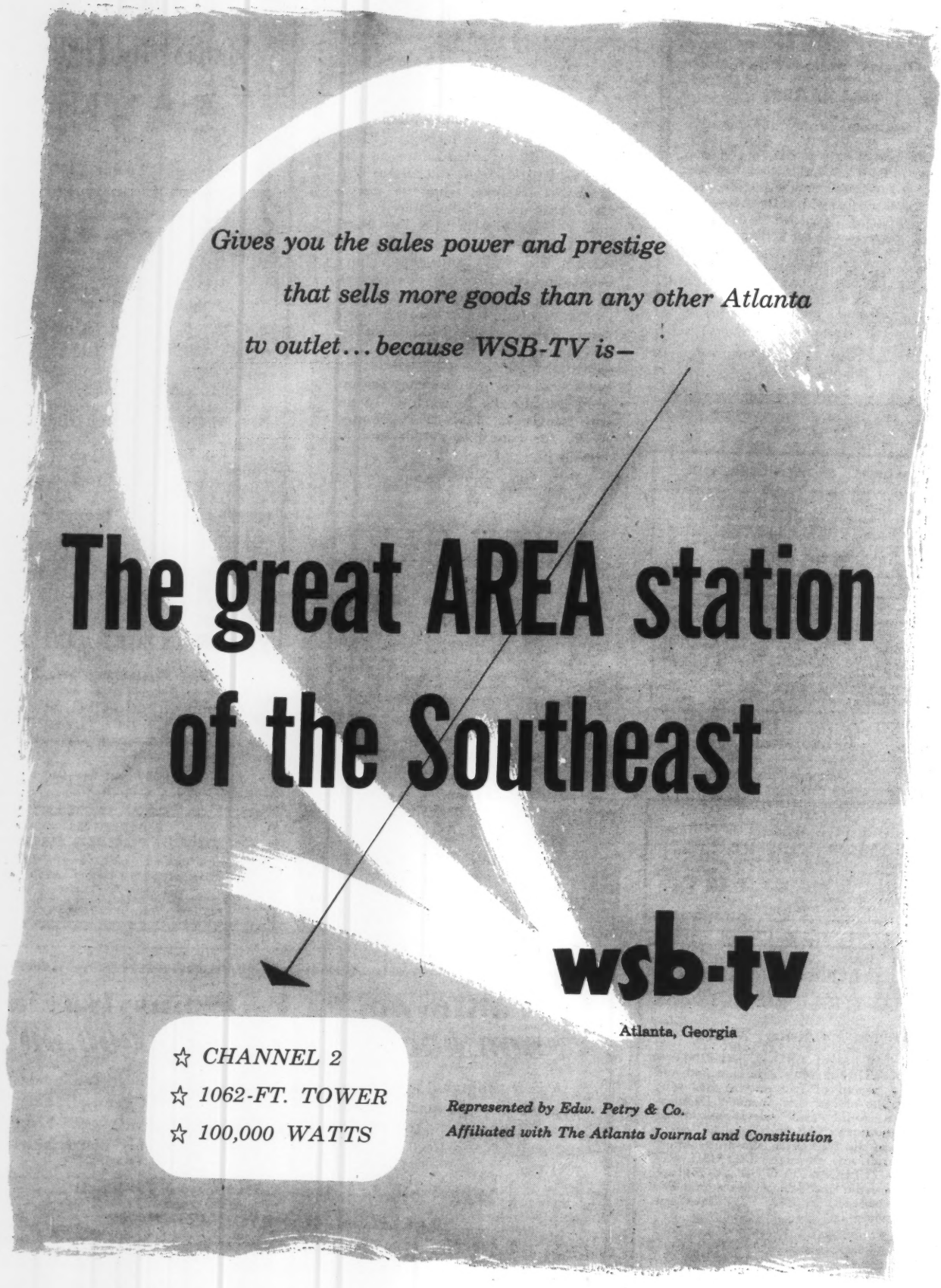
BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5671-2


Gives you the sales power and prestige
that sells more goods than any other Atlanta
tv outlet... because WSB-TV is—
The great AREA station
of the Southeast
wsb-tv
Atlanta, Georgia
☆ CHANNEL 2
☆ 1062-FT. TOWER
☆ 100,000 WATTS
Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution

TELESTATUS

September 6, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 14,107
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 29,443
►KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 72,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,882,304
►KHJ-TV (9) DuM; H-R; 1,882,304
►KNBH (4) NBC; NBC Spot Sls.; 1,882,304
►KNXT (2) CBS; CBS Spot Sls.; 1,882,304
►KTHE (*28)
►KTLA (5) Raymer; 1,882,304
►KTTV (11) Blair; 1,882,304
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 998,260
►KPIX (5) CBS, DuM; Katz; 998,260
►KRON-TV (4) NBC; Free & Peters; 998,260
►KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
KOVR (13) Blair; 2/11/54-9/6/54 (granted STA Aug. 24)
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 147,200

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
►WNBW (4) NBC; NBC Spot Sls.; 628,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
400,704
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

NOW BEING MAILED, THE 1954-55

TELECASTING YEARBOOK-MARKETBOOK

. . . . . the 500 page source-book you'll use daily for vital television business data.

ADVERTISERS • AGENCIES • STATIONS • NETWORKS • SERVICES

Note: If you're not already a B•T subscriber, or if your subscription does not include the Telecasting Yearbook please check and mail this order form.

Broadcasting • Telecasting
1735 DeSales St., N. W., Washington 6, D. C.

☐ Enter my subscription including the 1954-55 TELECASTING Yearbook—$9.00.

☐ Adjust my subscription to include the 1954-55 TELECASTING Yearbook—$2.00.

☐ Please send me . . . . copies of TELECASTING Yearbook at $3.00 per copy.

name _____ title _____

firm _____

street _____

city _____ zone _____ state _____

WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 110,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,250
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Times Co. (13) Initial Decision 11/30/53
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 27,100
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 120,763
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) CBS; 4/6/53-9/26/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986

Topeka—
KTKA (42) 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 55,150

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
►KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 53,161

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54

Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54

Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
►KTAG (25) CBS, ABC, DuM; Young; 20,500

Monroe—
KFAZ (43) See footnote (d)
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54

Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 21,332

Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54

Portland—
►WCSH-TV (6) NBC; Weed; 116,627
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
►WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
►WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451

Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000

Brockton†—
WHEF-TV (62) 7/30/53-Fall '54

Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 123,000

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 143,000
►WWLP (61) ABC, NBC; Hollingbery; 144,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 55,810

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)

Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793

Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 60,914

Detroit—
WCIO-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54

East Lansing†—
►WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54

Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123

Lansing—
►WILS-TV (54) ABC, DuM; Venard; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102

Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown

Traverse City†—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 94,349

Duluth† (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
►WCCO-TV (4) CBS; Free & Peters; 477,000
►WTCN-TV (11) ABC, DuM; Blair; 454,863

Rochester—
►KROC-TV (10) NBC; Meeker; 75,000

St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 477,000
►WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 98,472
►WSLI-TV (12) ABC; Weed; 90,000

Meridian†—
WCOC-TV (30) See footnote (d)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 117,776
►WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/19/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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Local Programs
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MAIL PULL?

AND HOW!

Gene McGehee's FRIDAY NIGHT DANCE PARTY has an average Mail Pull of more than 1,000 pieces every week.

More factual proof that KEDD's local programming is way out in front, in showmanship and production know-how.

"Dance Party" and KEDD's other special features give you the most in home impact and increased sales on a local level

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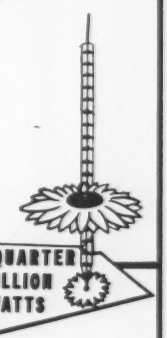

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Edward Petry & Co., Inc.

KEDD
NBC WICHITA, KANSAS ABC

Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 405,706
►KMBC-TV (9) CBS; Free & Peters; 405,706
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 49,456
►KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
►KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
►KXLF-TV (6). No estimate given.
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
►KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 11,000

NEBRASKA

Holdrege (Kearney)—
►KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
KUON (12) See footnote (d)

Ladies Day

featuring

Kay Russell

Sold out—both national and local. Results, ratings, popularity polls prove it: Ladies Day SELLS.

Participating

Monday through Friday
2 to 3 p.m.

WSYR-TV
Channel 3 - 100 KW
NBC Affiliate
SYRACUSE, N. Y.

Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 283,150
►WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
►KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
►WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
►WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
►WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
►KGGM-TV (13) CBS; Weed; 43,797
►KOAT-TV (7) ABC, DuM; Hollingbery; 41,000
►KOB-TV (4) NBC; Branham; 43,797
Roswell†—
►KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
►WROW-TV (41) ABC, DuM; Bolling; 100,000
►WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
►WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
►WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
►WGR-TV (2) NBC, DuM; Headley-Reed
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
►WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
►WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,800
New York—
►WABC-TV (7) ABC; Weed; 4,180,000
►WABD (5) DuM; Avery-Knodel; 4,180,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
►WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
►WPIX (11) Free & Peters; 4,180,000
►WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 252,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 345,859
Utica—
WFRB (19) 7/1/53-Unknown
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/18/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,650
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/2/54 (granted STA Aug. 10)
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 235,740
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 224,064
►WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,500
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 20,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 500,000
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) CBS; Katz; 288,132
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 130,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson
Lawton†—
►KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/15/54 (granted STA Aug. 24)
Oklahoma City—
KETA (•13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 98,513
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (•11). 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 218,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 29,173
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 170,700
New Castle†—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (•13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,870
Scranton—
►WARM-TV (16) ABC; Hollingbery; 168,000
►WGBI-TV (22) CBS; Blair; 165,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 166,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
►WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 113,919
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 57,700
►WIS-TV (10) NBC; Free & Peters; 122,488
►WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
►WFBC-TV (4) NBC; Weed; 277,632
►WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

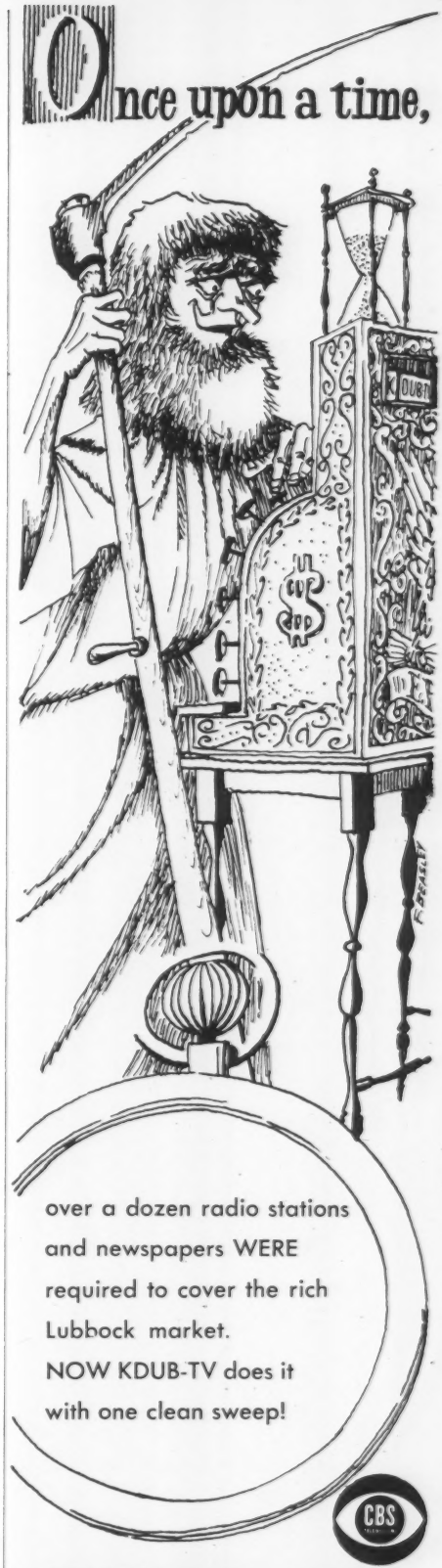
TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 83,076
►WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
►WHBQ-TV (13) CBS; Blair; 287,818
►WMCT (5) ABC, NBC, DuM; Branham; 287,818
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) CBS; Hollingbery; 192,969
►WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 53,362
►KGNC-TV (4) NBC, DuM; Katz; 53,362
KLYN-TV (7) 12/11/53-Unknown
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 400,704
►WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
►KROD-TV (4) ABC, CBS, DuM; Branham; 55,491

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 53,481

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Texas State Network (11) Initial Decision 8/23/54

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 24,171

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800

San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,880

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/12/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 71,697

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 363,100
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) ABC, CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54

Tacoma (Seattle)—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 363,100

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; Venard; 11/18/53-9/12/54 (granted STA Aug. 12)

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 393,600
► WOKY-TV (19) ABC, DuM; Gill-Perna; 293,750
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) Petry; 6/11/54-10/31/54

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBC; All-Canada, Weed; 65,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

Quebec City†—
► CFCM-TV (4)

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 8,247

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT (4) CBS

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 393; total cities with stations on air; 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,286,183.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

SEPTEMBER

Sept. 10-12: Midwestern Advertising Agency Network. Sheraton Hotel, Chicago.
Sept. 12: Second district Advertising Federation of America, reorganization, Johnstown, Pa.
Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.
Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.
Sept. 17: National Appliance & Radio-Tv Dealers Assn., San Francisco regional meeting, Merchandise Mart, San Francisco.
Sept. 17-18: Democratic National Committee, Claypool Hotel, Indianapolis.
Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 20: Radio-tv advertising workshop, sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.
Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 1-2: Radio-tv workshop, Kansas State College, Manhattan.
Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.
Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.
Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.
Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.
Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.
Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.
Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.
Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.
Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.
Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.
Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.
Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.
Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.
Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.
Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

SPECIAL LISTING

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Sept. 7 (10-10:30 p.m. EDT): *Life With Father*, Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life*, American Home Products Corp., through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie*, Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway*, Westinghouse Electric Corp., through McCann-Erickson

Sept. 19 (10:30-11 p.m. EDT): *What's My Line?*—alternate sponsors—Jules Montenier Inc., through Earle Ludgen; Remington Rand Inc., through Young & Rubicam.

Sept. 25 (9:30-10 p.m. EDT): *My Favorite Husband* — alternate sponsors—International Silver Co., through Young & Rubicam; Simmons Co., through Young & Rubicam.

Sept. 30 (7:45-8 p.m. EDT): *Jane Froman Show*, General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EDT) *Chrysler Show*, Chrysler Corp., through BBDO.

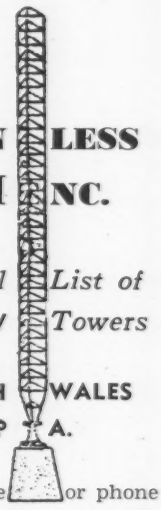
NBC-TV

Sept. 7: (pickup at 11:03-11:10 a.m. EDT) *Home Show*, Golf demonstration with Sara Palfrey.

Sept. 12 (7:30-9 p.m.): Color Spectacular—"Satin & Spurs"—sponsor, Reynolds Metal Co., through Russel M. Seeds, Chicago.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV
CMQ	KHOL-TV	WMBR-TV
WKNY-TV	WJHP-TV	WLOK-TV
WINK-TV	WHIZ-TV	WMAZ-TV
KCEB-TV	WEEK-TV	WHP-TV
WGEM-TV	WARD-TV	WDAN-TV


STAINLESS INC.
Partial List of our TV Towers
NORTH WALES PA.
Write, wire or phone

WLBR-TV	WREX-TV	WEEU-TV
WRAY-TV	WHUM-TV	WOC-TV
WERC-TV	KOAM-TV	WCOS-TV
WKLO-TV	WNOK-TV	WLAM-TV
WMRC-TV	WWOR-TV	WHBQ-TV
KTSM-TV	KHOL-TV	WMBR-TV
WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV

It Happened in Chicago

THE UNEXPECTED happened in Chicago last week—and much more.

What were to have been casual family meetings of NBC and its tv affiliates at one end of town, and of CBS and its radio affiliates at the other, erupted into a full-blown conflict on all fronts in which the two biggest entities in broadcasting compete. It wasn't planned that way. It seemed to come naturally, another episode in the continuing struggle for leadership.

The first blast came from Brig. Gen. David Sarnoff. Whether or not one agrees with him on all counts (and we think he went overboard on his gloomy appraisal of radio's future), none disputes his genius, his vision and his courage. He tossed aside his prepared script (he called it boilerplate) and regaled his NBC-TV affiliates with a brilliant, sometimes acid, hour-long treatise on the electronics world in which we live. He discussed every facet of concern to the broadcaster. He talked regulatory philosophy and he talked business.

He foresaw all-color tv to the exclusion of black-and-white faster than you think, with tubeless sets and no picture tubes at all. He posed station operation without networks. He saw further trouble for network radio and, in the minds of some, was disposed to write it off in five years. And he tossed the gauntlet to the Bricker committee on its "study" of networks.

Because we believe Gen. Sarnoff's observations chart new history we publish in this issue a detailed summary (page 78). Over the years Gen. Sarnoff's comments have been prophetic. His first was as a young man—before the birth of RCA. In 1916 he predicted that every home one day would have a little "music box" without wires, which would bring events and news and entertainment into the home with the speed of light. He was the pioneer in black-and-white too, and he ramrodded compatible color even after the battle seemingly had been lost. His contributions to the military are only partly known. History will record them.

What prompted Gen. Sarnoff to discard his "boilerplate" is his own secret. CBS-Columbia, the manufacturing subsidiary, had an elaborate color-set display, with its 19-inch tube, in the hotel in which NBC-TV was having its session. CBS-TV had released publicity about its leadership in color. That must have ignited the Sarnoff fuse. He held little back.

Uptown, at about the same time, CBS Radio met with its affiliates and charted elaborate plans for the new network radio season. Where Gen. Sarnoff was anything but encouraging about the network radio outlook, CBS President Frank Stanton and other network spokesmen exuded confidence. Dr. Stanton didn't meet the Sarnoff challenge head-on on all counts. But there's no question about the beginning of a new sanguinary round in the competition.

Gen. Sarnoff's dismal view of radio's future is reminiscent of the late M. H. Aylesworth, first president of NBC, who, nearly a decade ago, predicted the demise of "ear radio" in three years.

The CBS answer came not only from Dr. Stanton who inferred that those who have no confidence in the business should get out of it, but also in the apparent enthusiasm of the CBS affiliates in giving rousing approval to the biggest radio program and promotion budgets in years for the new fall season.

Only on one point is there substantial agreement. That is what Gen. Sarnoff called the "bone and marrow" relationship of networks and their affiliates, whether its radio or tv. And that's where the Bricker inquiry comes in. The notion that Mr. Bricker is interested only in licensing of the networks was transparent from the start.

Radio and tv have not fared badly in the competitive climate in which they exist. In a competitive economy there will always be the struggle for leadership. When there ceases to be, the media will become decadent, service will deteriorate and government will step in. Networks are indispensable, in some form, in this atomic era. What form they may take will be dictated by economics and the march of science.

No matter what motivates Chairman Bricker, the story of radio and television in America will be told. It is a dramatic story of related arts that have measured their progress in mere decades while other industries have required generations. It is a story of scientific genius, risk capital and free enterprise unequalled in our times. It has given to America the finest broadcasting—and the freest—in the world.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Now, let's hear what our weatherman predicts for tomorrow . . ."

Million, Billion; Who Counts?

ANTICIPATED advertising expenditures in excess of $60 million a month for the fall season (inadvertently decimated to $6 million by a printer's error in this publication last week) indicate that tv's climb into the advertising stratosphere is continuing without slackening.

Nor is there any sign of a slowdown in the foreseeable future. NBC statisticians, who put the overall tv advertising total for this year at an average of more than $75 million a month, making even B•T's full strength estimate seem modest, predict that next year when colorcasting will add a new kick to the upward trend, the tv advertising bill will top $100 million a month and that by 1956 tv's monthly billings will exceed $150 million [B•T, Aug. 2].

That ain't hay, brother, and already the more timorous members of the advertising fraternity are beginning to wonder how American businessmen can afford to spend that kind of money and how they can possibly expect to get it back.

The answer to those worries is no dazzling new truth. It's an old, familiar truism, so old and so familiar that we all tend to ignore it, if not forget it completely. To state it simply, it's that the American public has an insatiable desire for more and better and later model goods and services, that somehow the public finds the money to buy what it wants and that what it wants most is what is advertised best.

Since tv, combining sight, sound, motion and, now, color, is a better-than-best way of delivering that best advertising to its most receptive audience, the answer is obviously: Yes, no matter how high the bills for tv advertising get, the profits from it will go even higher for those who use it wisely and well.

The Not-So-Good Old Days

IN ADHERING to its decision to exclude radio and television from its hearings on the McCarthy censure resolution, the Watkins Committee has succeeded in setting journalism back to the 19th century.

With its modern devices of instant visual and aural communication barred from the hearing room, NBC-TV fell back upon a practice prevalent in newspapers before the invention of photoengraving. The network hired an illustrator to sketch personalities at the hearing. The sketches were then put on tv.

In forcing television to retrogress to techniques of last century news coverage, the committee has wiped out the scientific progress of a hundred years. It has deprived the American public of communications to which it has become accustomed and is entitled. By now the idiocy of trying to ignore the facts of contemporary journalism ought to be evident to every legislator.

Flowers by Air

WNAX-570 recently offered its radio audience packets of garden seed. To date, 14,408 requests have been filled—at 5c apiece.

For a whole generation—32 years—WNAX-570 has been cultivating Big Aggie Land, one of the richest agricultural areas in the world: Minnesota, the Dakotas, Nebraska and Iowa.

Our Slogan: "Serving the Midwest Farmer."

Our audience: 2 million people annually spending $2½ billion in retail sales.

To plant your sales message in this market, see The Katz Agency.

WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.